

ANTHONY ROBBINS PRESENTS

THE ULTIMATE

BUSINESS MASTERY SYSTEM

How to Maximize Your Sales, Management and
Marketing to Thrive in Any Economic Time

**ANTHONY
ROBBINS**

Creating the Ultimate Business Advantage:
The 5 Disciplines You Must Master to
Thrive in a Changing Global Economy

TABLE OF CONTENTS

DISCIPLE 1	INTRODUCTION	1
	Quick Start: How to Get Maximum Results Out of This Program	
DISCIPLE 2	DISCIPLE 1	21
	Invincible Leadership: The Secret to Explosive Growth	
DISCIPLE 3	DISCIPLE 2	31
	The Only 2 Ways to Grow Your Business	
	How to Make Godrich Church Grow	

*"Most people have no idea of the giant capacity
we can immediately command when we focus all of our
resources on mastering a single area of our lives."*

ANTHONY ROBBINS

Most people have no idea of the great
we can immediately command when we look at the
resources on earth and the great need of the world.

ANTI-NUCLEAR

TABLE OF CONTENTS

SESSION 1: INTRODUCTION	1
Quick Start: How to Get Maximum Results Out of This Program	
SESSION 2: DISCIPLINE 1	13
Invincible Leadership: The Secret to Explosive Growth	
SESSION 3: DISCIPLINE 2	31
The Only 3 Ways to Grow Your Business: How to Create Geometric Growth Now	
SESSION 4: DISCIPLINE 3	47
Strategic Innovation: 5 Actions that Will Give You an Unfair Advantage	
SESSION 5: DISCIPLINE 4	59
The Power of Influence: Solve Problems & Win!	
SESSION 6: DISCIPLINE 5	73
The Rapid Planning Method: 3 Master Steps to Take Immediate Control of Your Time, Your Life & Your Business	
SESSION 7: INTEGRATION	107
The 5 Keys to Wealth and Happiness	
SESSION 8: PATHWAY TO PROFITS	119
How We Went from Zero to a Billion in the Home Building Business with CEO Gerardo de Nicolas and Gene McNaughton	

TABLE OF CONTENTS

SESSION 1: INTRODUCTION	1
Quick Start: How to Get Maximum Results Out of This Program	
SESSION 2: DISCIPLINE 1	11
Indivisible Leadership: The Secret to Explosive Growth	
SESSION 3: DISCIPLINE 2	31
The Only 3 Ways to Grow Your Business	
How to Create Geometric Growth Now	
SESSION 4: DISCIPLINE 3	41
Strategic Innovation: 5 Actions That Will Give You an Unfair Advantage	
SESSION 5: DISCIPLINE 4	59
The Power of Influence: Solve Problems & Win!	
SESSION 6: DISCIPLINE 5	73
The Rapid Planning Method: 3 Master Steps to Take Immediate	
Control of Your Time, Your Life & Your Business	
SESSION 7: INTEGRATION	97
The 5 Keys to Wealth and Happiness	
SESSION 8: PATHWAY TO PROFITS	119
How We Went from Zero to a Billion in the Home Building Business	
with CEO Gerardo de Nicolas and Gene McNaughton	

Getting Started

YOUR JOURNEY TO SUCCESS: Welcome

This program is a carefully designed system to help you understand and grow your business in the current economic environment. The truth is—there are certain patterns that cause people to fail in business and in life. And when you learn how to apply the strategies and principles that have worked for others, you will surely succeed. In the program, we have taken what we know is the best in every form of business and created a system to help you. Thanks to all you can implement in your business with maximum results.

INTRODUCTION

Quick Start:

How to Get Maximum Results Out of This Program

SESSION 1

INTRODUCTION
Quick Start:
How to Get Maximum Results
Out of This Program

SESSION 1

YOUR JOURNEY TO SUCCESS: Welcome

EXERCISE: What do you want to get out of this program?

80% is Psychology, 20% is Mechanics

So many people know *what* to do, but they don't follow through; they don't take the action needed to get the results they're seeking. This is because 80 percent of mastering anything comes down to your psychology. Thus, the more you can understand about yourself, the more you can master sales, management, marketing and business overall.

And, once you understand your own psychology, you can also start to understand what really drives others—enabling you be more effective in how you interact with your customers and employees.

This program provides solutions for mastering both your psychology and strategic mechanics that work.

SUCCESS LEAVES CLUES: Compress Decades Into Days

This program is comprised of incredible people that you will have the opportunity to learn from. By implementing the distinctions that other businesses have already uncovered, you afford yourself the ability to expedite your success path. You can learn more from other peoples' experiences than you can from just your own.

How to Get the Most Out of This Program

There are 32 DVDs in this program, which are designed to follow step-by-step. This is a turnkey process that you can use to empower yourself and train your team indefinitely.

DON'T BE OVERWHELMED: Look At It As Three Parts

GOLD: Anthony Robbins (8 DVDs)

Using the five disciplines needed to thrive in any economic environment, this section is designed to help you make the changes that are needed in psychology and to give you the strategic tools to create lasting change.

BLUE: Chet Holmes (12 DVDs)

This section will help you take your company from zero to a billion in revenue. It is based on the successful strategies that Chet Holmes has used for every type of business—from Fortune 500 companies to smaller private businesses.

GOLD: Leading Experts (12 DVDs)

Comprised of 14 of the best experts we know in every facet of business, this section is packed with ideas, proven techniques and powerful advice. These are people who have really done it and been around for decades to see trends in business over the years.

WHAT'S BEST FOR YOU?:

There Are 4 Ways to Go Through This Program

1. Total Immersion (recommended)

Take four to five days to complete the entire program in its entirety with limited to no distractions, or come to Business Mastery for the live event. When you completely immerse yourself in something and make it your total focus, you expedite the learning curve and naturally start implementing your distinctions into your life. This is how you can see huge breakthroughs in a short period of time.

2. Spaced Immersion

Block out four to five hours every week and commit to using that time to consistently work on the program. After about a month, you will be able to get through the core principles from both Anthony Robbins and Chet Holmes. This will set you up to get the maximum results from the remaining key experts.

3. DVD-a-Day

Commit to watching 1 DVD every day, every week, etc. Create a schedule that makes sense for you and with which you will be able to follow through.

4. Surgical Strike

Go the specific video you need to meet your immediate needs. Once you enter the program, you will find the hook to continue.

Be sure to use your coach—ask questions and get results!

The CEO Audit

If you don't know where to start in creating the change your business needs, we have a system that can help you take your business to a new level. By coming into your company and asking key questions to employees, customers and management, we can find out what is really going on. We will then generate a report that shows you where you need to focus your energy and attention, including suggestions for how to go about implementing the recommended changes.

Please call Domestic 858.230.9437 or International +1.706.854.4494 for more information.

"Business has only two functions—innovation and marketing."

PETER DRUCKER

DECISIONS AND ACTIONS

DECISIONS/ACTIONS	BY WHEN	LEVERAGE/WHY	RESOURCES
1. <u>Identify the problem</u> What is the problem? Why is it a problem? What are the symptoms? What are the causes? What are the consequences?			
2. <u>Set the goals</u> What do you want to achieve? What are the objectives? What are the outcomes? What are the results?			
3. <u>Develop the plan</u> What are the steps? What are the tasks? What are the resources? What are the risks?			
4. <u>Implement the plan</u> What are the actions? What are the activities? What are the processes? What are the procedures?			
5. <u>Evaluate the results</u> What are the outcomes? What are the results? What are the impacts? What are the effects?			

Quick Start: How to Get Maximum Results Out of This Program

DECISIONS AND ACTIONS

[illegible]

NOTES...

NOTES...

NOTES...

DISCIPLINE 1

Invincible Leadership:
The Secret to Explosive Growth

SESSION 2

NOTES...

Lined area for notes.

Good Leadership is the Ultimate Advantage

Whether you are a small company just getting started or a multi-million dollar industry, lasting change in a business comes down to individuals. All breakthroughs in business stem from someone's new ideas and insights. And, what changes your actions are shifts in psychology and emotion. Thus, the key to changing your business is changing yourself.

LIVE WORKSHOP: What is your wish-list?

1. What changes, transformations, and shifts are you seeking in your business?

DISCIPLINE 1

Invincible Leadership: The Secret to Explosive Growth

SESSION 2

DISCIPLINE 1
Invincible Leadership:
The Secret to Explosive Growth

SESSION 2

Good Leadership is the Ultimate Advantage

Whether you are a small company just getting started or a multi-million dollar industry, lasting change in a business comes down to individuals. All breakthroughs in business stem from someone's new ideas and insights. And, what changes your actions are shifts in psychology and emotion. Thus, the key to changing your business is changing yourself.

LIVE WORKSHOP: What is your wish-list?

1. What changes, transformations and shifts would you like to see in your business?

2. What new skills would you like to master?

3. What challenges do you have in the business?

4. What goals would you like to achieve?

5. Why do you want to make these changes?

6. If you made these changes in your business, what would it mean?

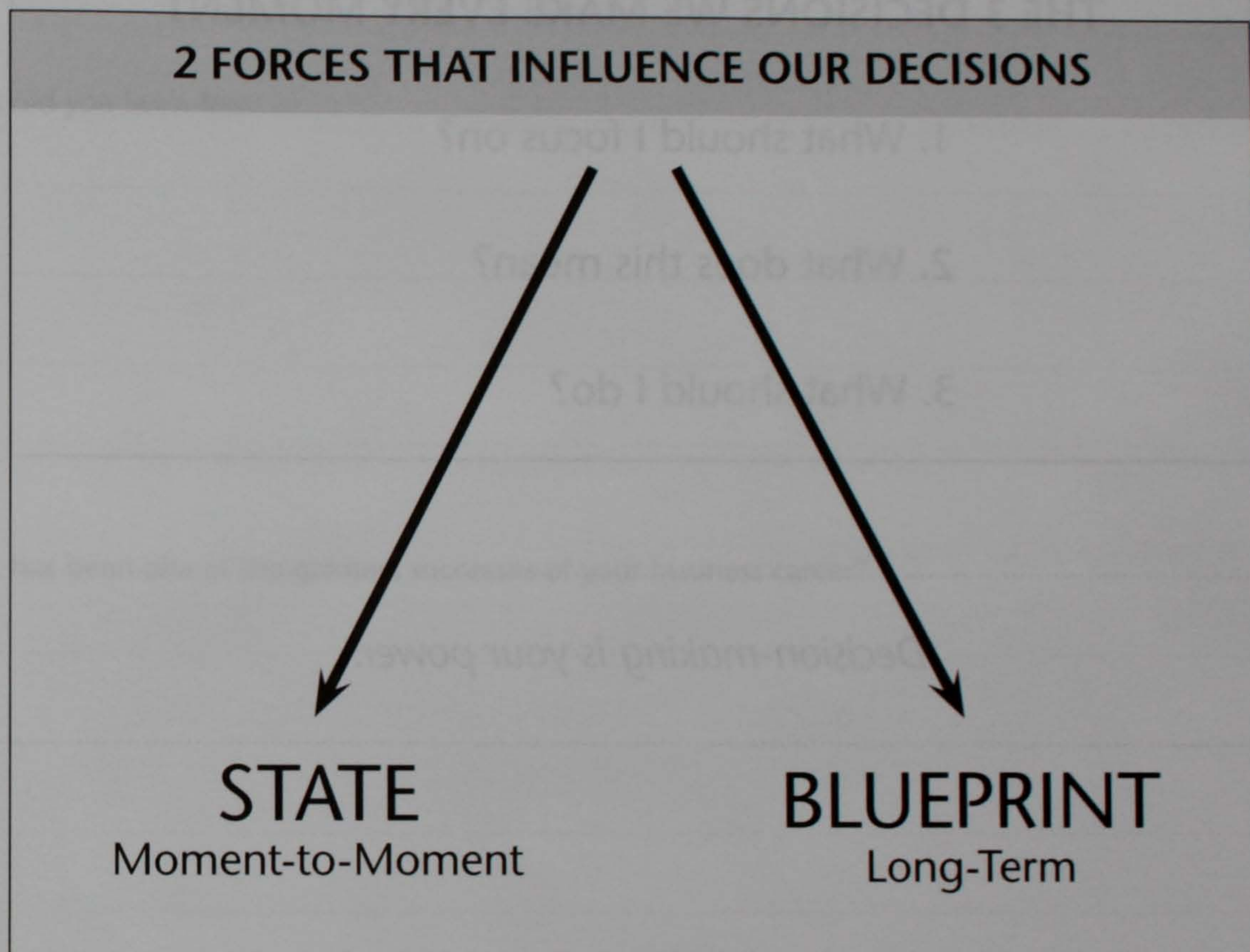
7. What would it be worth to you (physically, emotionally and financially)?

NOTES...

Lined area for notes.

Managing Your State

Your state influences everything that you do. Most people know *what* to do, however, they don't execute because of their state. For example, If you are consumed with fear, all of the decisions you make from that state will be guarded and lacking all of your potential. Or, if are operating from a place of greed, you are likely to start taking risks that you haven't fully thought over, which will create challenges for you in a different way. Thus, it is imperative to know what is influencing you as a leader.



The Power of Decisions

Decision-making is the force that shapes all aspects of your personal and professional life. In fact, you can probably look back at your life and see where a key decision made several years ago projected a path that has led you to a dramatically different life. One of the key secrets to success is getting better at decision making.

THE 3 DECISIONS WE MAKE EVERY MOMENT

1. What should I focus on?
2. What does this mean?
3. What should I do?

Decision-making is your power.

LIVE WORKSHOP: Decision Inventory

1. What was one of the worst decisions you ever made?

What did you learn from it?

2. What has been one of the greatest successes of your business career?

What did you learn from it?

LIVE WORKSHOP: 2 Decisions—One Small, One Big

1. What is a small decision that you can make right now that will change your business?

2. What is a tough decision that will make a sizable improvement in your business?

3. What will you do to act on these decisions?

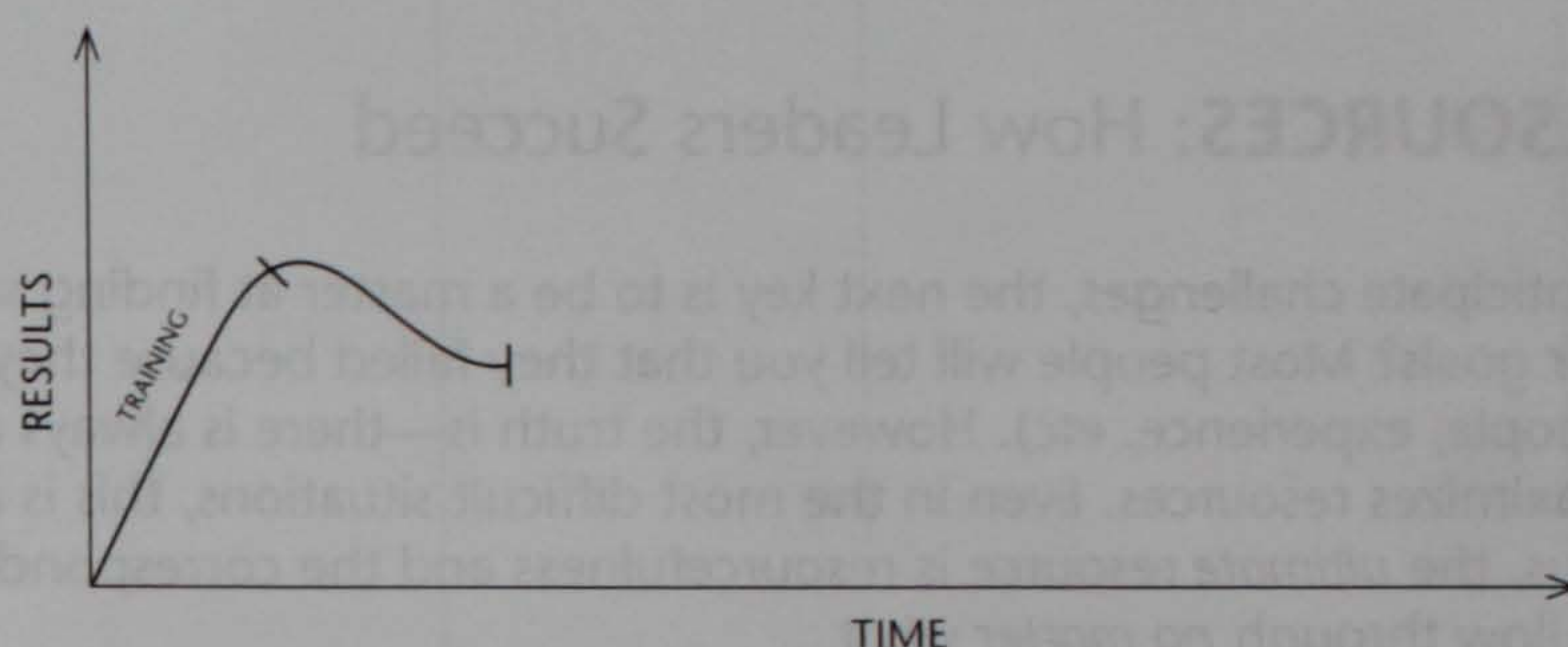
4. How will they change your business?

The Training Effect

How can you bring your distinctions back to your team to start bringing your company to a new level? In order to create the change you desire, you need to understand how people learn and integrate new skills. Then, you can set yourself and your team up to win by creating a training system that anticipates the unavoidable plateaus in the process.

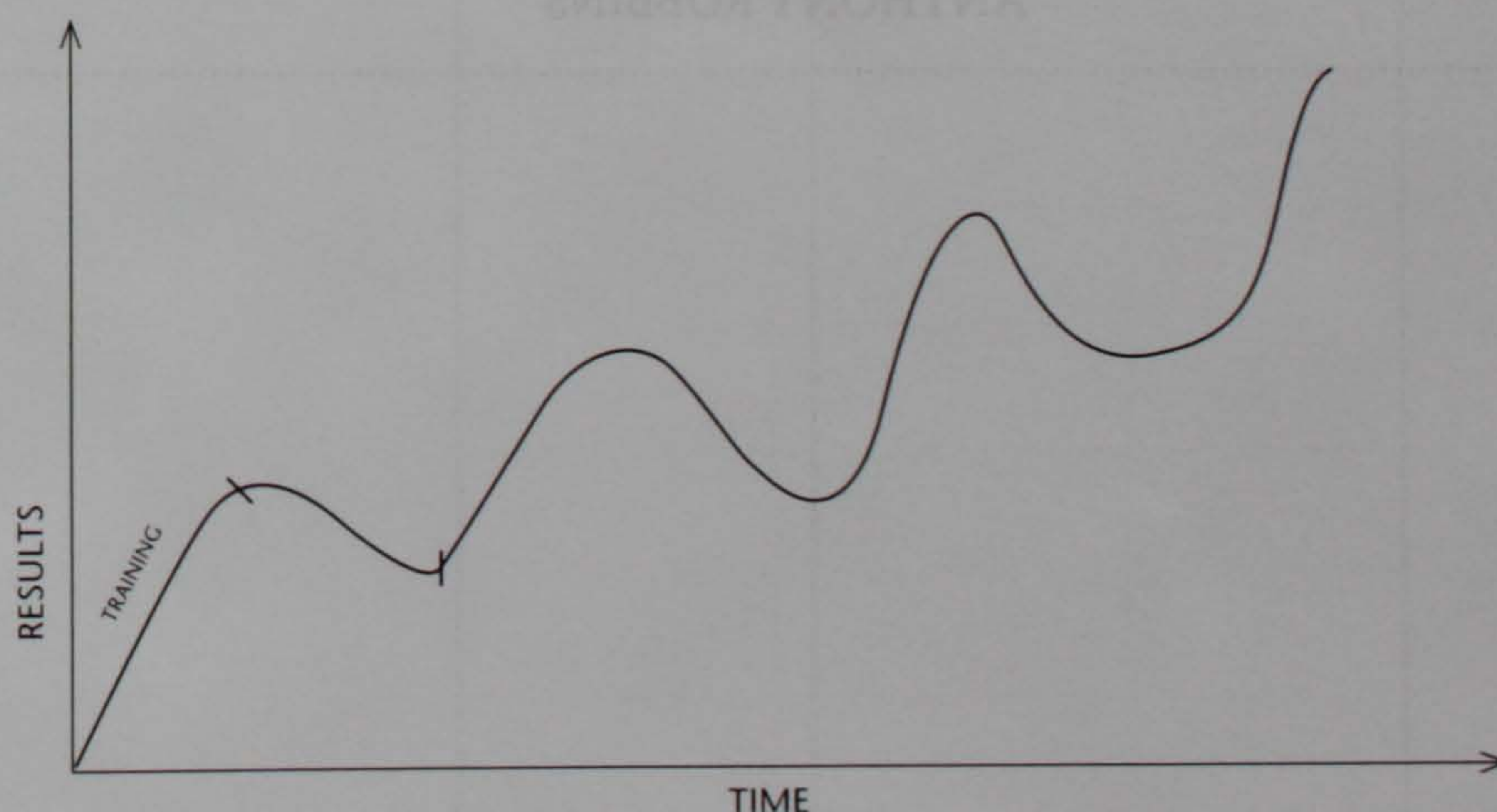
OPTION 1:

If you discontinue training, results drop off after time.



OPTION 2:

A person of mastery understands the training effect and starts to immerse himself and get more training



Knowing the Road Ahead

ANTICIPATION: An Unstoppable Power

In business and in life, if you can anticipate what is coming, you can overcome any obstacle placed in your path. Being able to expect problems puts you in a place of power. From this vantage point, you can create the solutions and action plans that will drive you forward, rather than reacting and getting stuck or hung up on common issues.

Remember, *success leaves clues*. The best way to foresee potential problems is to study and model those who have already been down the path you are taking.

When you master this concept, a whole new world of possibilities opens up to you.

MAXIMIZING RESOURCES: How Leaders Succeed

Then, once you start to anticipate challenges, the next key is to be a master at finding solutions. Why do people fail to achieve their goals? Most people will tell you that they failed because they were lacking a resource (time, money, people, experience, etc). However, the truth is—there is always a way. A successful leader is a person who maximizes resources. Even in the most difficult situations, this is a person who can always find a solution. Thus, the *ultimate* resource is resourcefulness and the corresponding emotion needed to drive your passion to follow through *no matter what*.

*“Effective leaders know that resources are never the problem—
it’s always a matter of resourcefulness.”*

ANTHONY ROBBINS

DECISIONS AND ACTIONS

[illegible]

DECISIONS AND ACTIONS

DECISIONS/ACTIONS	BY WHEN	LEVERAGE/WHY	RESOURCES

NOTES...

DISCIPLINE 2

The Only 3 Ways to Grow Your Business:
How to Create Geometric Growth Now

SESSION 3

NOTES...

Growing Your Business

Business growth strategies in a rapid pace that long-term business plans don't work. Instead, the best strategy is to focus on the company's to drill down on the fundamental factors that will drive growth.

5 KEY QUESTIONS: Determine Your Success

The following questions below:

DISCIPLINE 2

The Only 3 Ways to Grow Your Business: How to Create Geometric Growth Now

1. How many new customers can you acquire? 2. How many new products can you develop? 3. How many new markets can you enter? 4. How many new sales channels can you create? 5. How many new employees can you hire?

SESSION 3

NOTES

DISCIPLINE 2

The Only 3 Ways to Grow Your Business:
How to Create Geometric Growth Now

SESSION 3

Growing Your Business

Business is now changing at such a rapid rate that long-term business plans don't work. Instead, the best way to manage the growth of your company is to drill down on the fundamental basics that will never change.

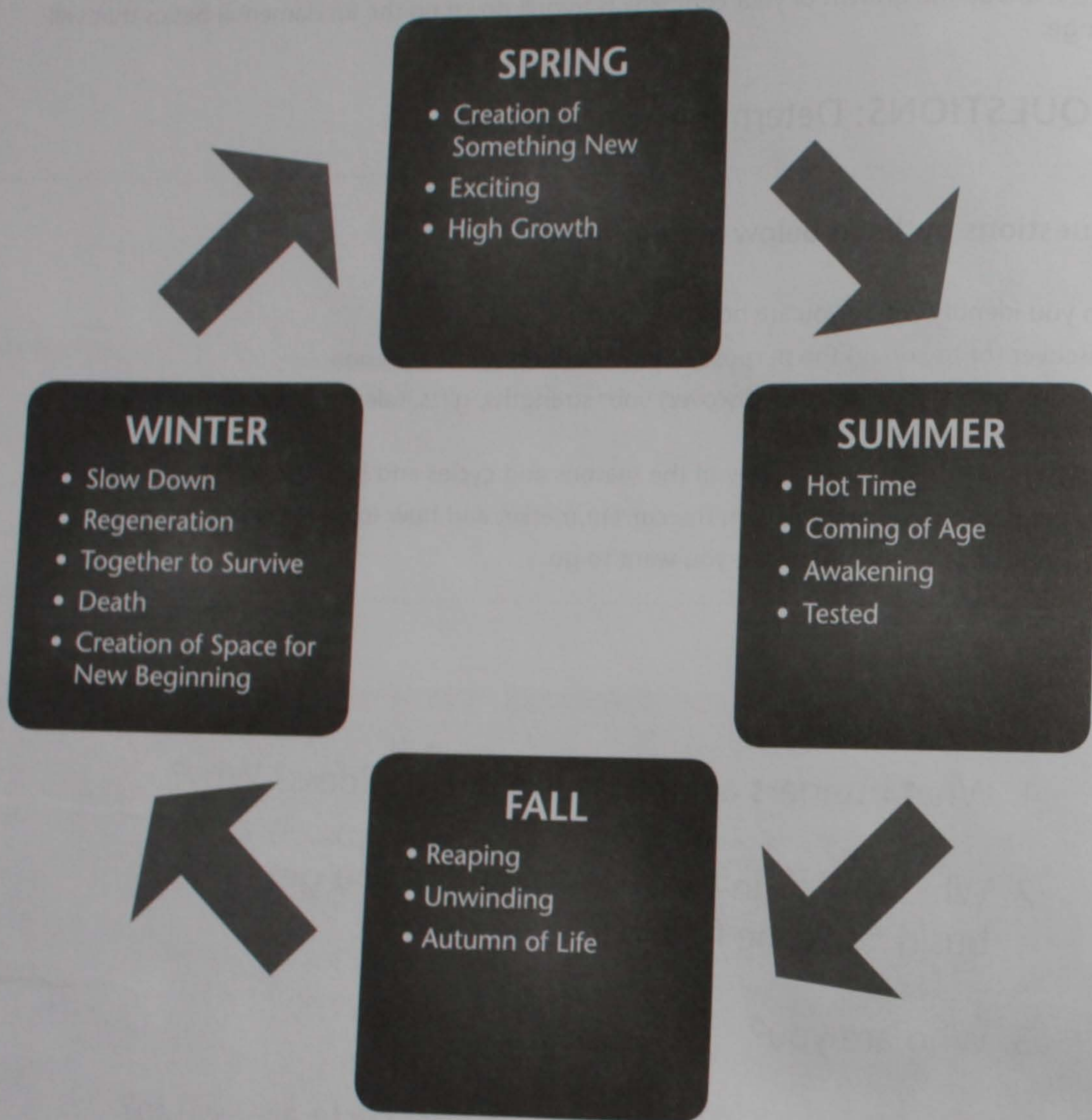
5 KEY QUESTIONS: Determine Your Success

The 5 questions outlined below are designed:

- To help you identify where you are now
- To rediscover (or to codify) the purpose of your business and/or mission
- To help you further discover (or rediscover) your strengths, gifts, talents, passions and weaknesses (both personally and as a business)
- To help you understand the interplay of the seasons and cycles and how this affects your business
- To discover potential opportunities in the current market and how to capitalize on them
- To help you create a vision of where you want to go

1. What business are you in? How's business? Why?
2. Why are you in business? Why did you get into business in the first place?
3. Who are you?
4. Where are you? What season and cycle are you in?
5. What's next? How do you maximize in the current environment for maximum impact and maximum profitability?

Seasons of Nature



LIVE WORKSHOP: 5 Key Questions

1. What business are you in? How's business? Why?

2. Why are you in business? Why did you get into business in the first place?

4. Where are you? What season and cycle are you in?

5. What's next? How do you maximize the current environment for maximum impact and maximum profitability?

Jay Abraham's 3 Ways to Grow a Business

- 1. Increase the number of customers (clients).
- 2. Increase the average transaction value.
- 3. Increase the frequency of repurchase — get more residual value out of each customer.

Increase the # of customers		Increase the average \$ per sale		Increase the repurchase frequency		Total
1,000	x	\$100	x	2	=	\$200,000
10% increase		10% increase		10% increase		33.1%
	x		x		=	
33% increase		25% increase		50% increase		250%
	x		x		=	

The results are exponential!

From "3 Ways to Grow a Business" by Jay Abraham. Copyright © by Jay Abraham. Reprinted by permission of Jay Abraham.

LIVE WORKSHOP: Fill in the numbers for your own business

Increase the #
of customers

1,000

x

Increase the
average \$ per sale

\$100

x

Increase the
repurchase
frequency

2

=

Total

\$200,000

Fill in the current numbers that you project for your business after applying what you learned here:

x

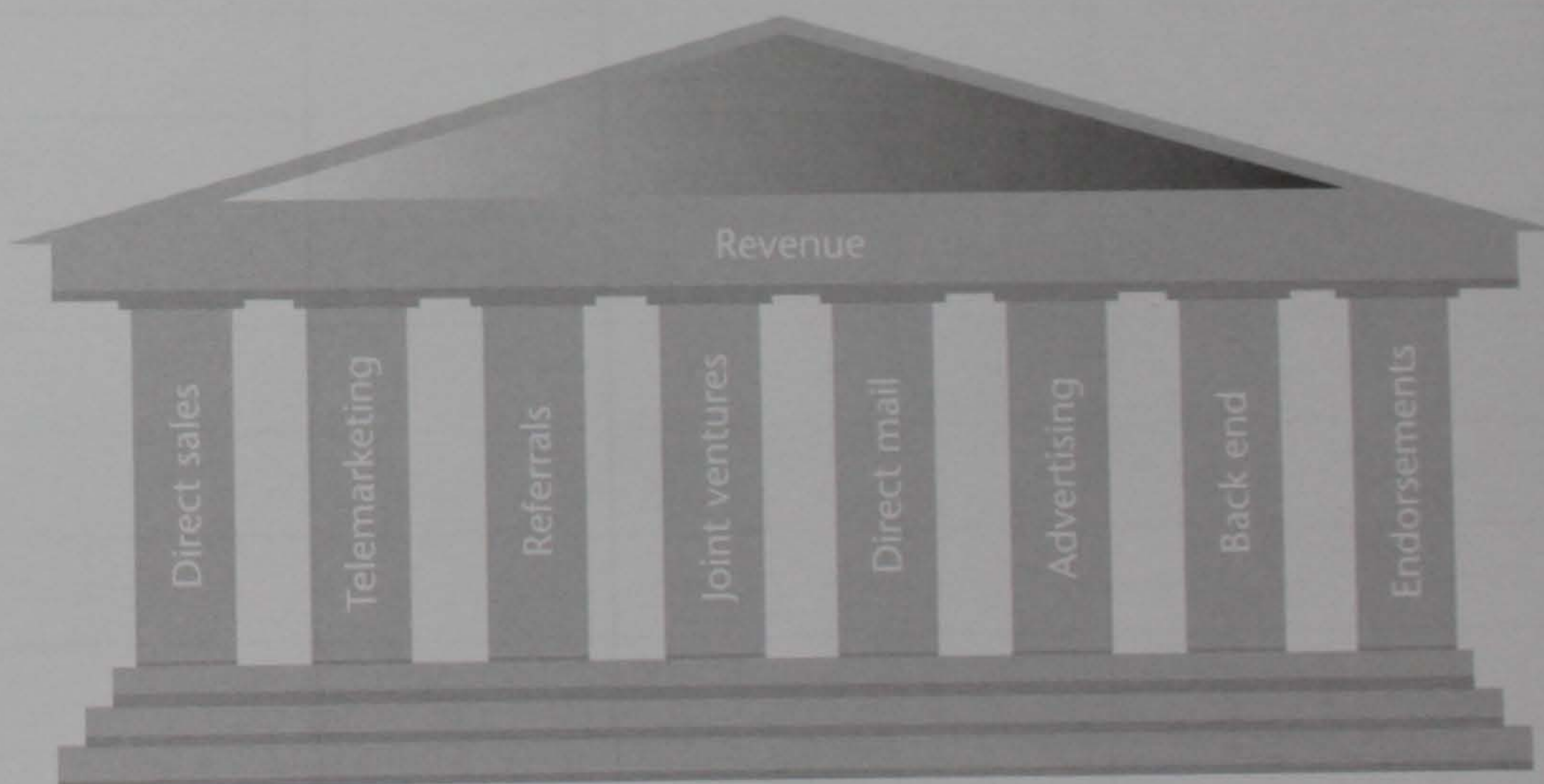
x

=

JAY ABRAHAM'S "BUSINESS PARTHENON"

Most businesses
gamble everything
on one stream
of income...

Learn to build a "Business Parthenon"
with 6, 8 or even 10 income streams.



From "3 Ways to Grow a Business" by Jay Abraham. Copyright © by Jay Abraham. Reprinted by permission of Jay Abraham.

LIVE WORKSHOP: Make it Exponential

Brainstorm how you can increase each of these three components (i.e., number of customers, dollars per sale, repurchase frequency) to grow your business.

The Only 3 Ways to Grow Your Business: How to Create Geometric Growth Now

DECISIONS AND ACTIONS

DECISIONS/ACTIONS	BY WHEN	LEVERAGE/WHY	RESOURCES

NOTES...

NOTES...

DISCIPLINE 3

Strategic Innovation:
5 Actions that Will Give You
an Unfair Advantage

SESSION 4

NOTES...

Utilizing the Power of Strategic Innovation

MAXIMIZING YOUR CURRENT BUSINESS

Strategic innovation is one of the key ingredients required to grow a successful business. And, it's becoming ever more so in our high-tech world. As we continue to develop new and more efficient technologies, the demand for improved products is increasing at a rapid rate. Thus, being able to continuously develop and integrate new ideas is becoming more and more important in today's business world. If you want to stay ahead, you've got to be in touch with not only your current customer needs, but your future customer demands, as well.

DISCIPLINE 3

Strategic Innovation: 5 Actions that Will Give You an Unfair Advantage

Strategic innovation is the ability to create new value in your organization as total quality, cycle time reduction or customer service.

SESSION 4

STRATEGIC INNOVATION

The ability to create new value in your organization as total quality, cycle time reduction or customer service.

DISCIPLINE 3
Strategic Innovation:
5 Actions that Will Give You
an Unfair Advantage

SESSION 4

Utilizing the Power of Strategic Innovation

MAXIMIZING YOUR CURRENT BUSINESS

Strategic innovation is one of fundamental elements required to grow a successful business. And, it is becoming even more so in our current marketplace. As we continue to develop new and more efficient technologies, the demand for improved innovation is increasing, as well. Thus, being able to continually develop and integrate new ideas is becoming more and more important in today's business world. If you want to stay ahead, you've got to be in touch with not only your current customer needs, but your future customer demands, as well.

*Strategizing is not a once-a-year rain dance,
nor is it a once-a-decade consulting project.*

*Strategizing must be a skill as deeply embedded
in your organization as total quality,
cycle-time reduction or customer service.*

STRATEGY INNOVATION

The ability to reinvent the basis of competition within existing industries and to invent entirely new industries.

Master Innovators

What do the below people and companies have in common? They have all continued to stay ahead of the game by constantly innovating their respected industry and changing the rules of the game. Look at each of these examples as case studies that you can model as you develop methods to innovate within your own business.

Sony

Starbucks

Nike

Apple

Perrier Water

Google

Harley Davidson

Wal-Mart

Wynn Resorts

Virgin

Coca-Cola

3 Keys to Strategy Innovation

So, how can you get out of your "box" and shift your way of thinking? How can you start to figure out what people need that they don't even know they need yet? Change the rules of your industry and make it even more customized to your client's ultimate needs. Here are three keys to help you stay ahead.

1. Be just ahead of the trend.
2. Ensure that there are infinite upsides.
3. Employ the 5 steps innovate a company.
 1. New Voices.
 2. New Questions/New Conversations.
 3. New Perspectives.
 4. New Passions.
 5. New Experiments.

*"Taking risks, breaking the rules, and being a maverick
have always been important but today they are more crucial than ever."*

GARY HAMEL, *FORTUNE*, JUNE 23, 1997
"KILLER STRATEGIES THAT MAKE SHAREHOLDERS RICH"

LIVE WORKSHOP: Strategy Innovation

Brainstorm some ideas for how you can strategically innovate your organization.

1. New Voices?

2. New Questions/New Conversations?

3. New Perspectives?

4. New Passions?

5. New Experiments?

LIVE WORKSHOP: Questions to Promote Strategy Innovation

Brainstorm some ideas for how you can strategically innovate your organization

1. What business are you really in?

2. Why are you really successful?

3. Who is your customer, really?

4. What does your customer really need now and in the next 5 years?

5. If we were to start your business today from scratch and maximize your impact, leverage, and profitability what would you do?

6. What distribution channels are you not using or maximizing?

7. What technology are you not using or maximizing?

8. What identity do you want people to associate to your business? Who do they become by doing business with you?

9. If you were going to create another industry, what would it be?

DECISIONS AND ACTIONS

[illegible]

DECISIONS AND ACTIONS

DECISIONS AND ACTIONS		LEVERAGE/WHY	RESOURCES
DECISIONS/ACTIONS	BY WHEN		
What distribution channels are available?			
What technology resources are available?			
What identity do you want to project with your?			
If you have goals to reach, how do you plan to achieve them?			

NOTES...

DISCIPLINE 4
The Power of Influence:
Solve Problems & Win!

SESSION 5

NOTES...

Leaders are Masters of Influence

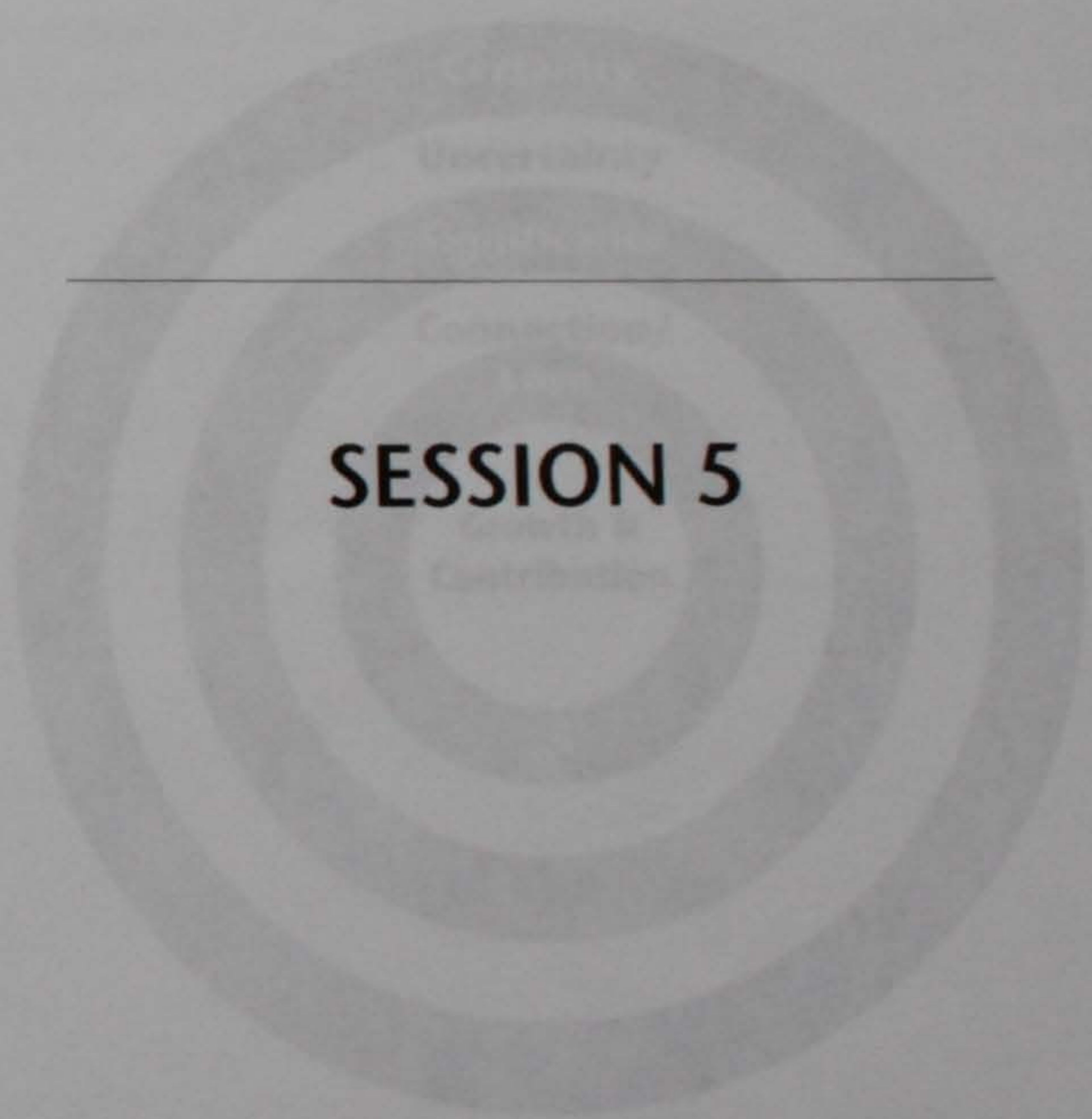
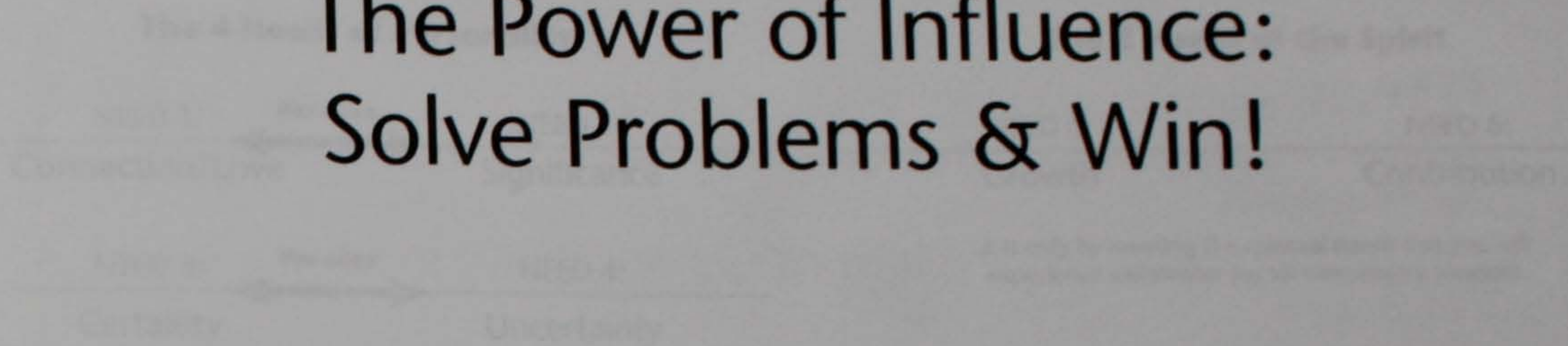
When most people think of salespeople they think of being money hungry, manipulative, etc. However, sales is really about influencing others, and there is no greater power than to be able to move another to take action. These leaders are masters at the art of influence.

MEETING YOUR 6 HUMAN NEEDS

To influence other people, you must understand them, and you must already be influenced. All human beings have 6 needs.

DISCIPLINE 4

The Power of Influence: Solve Problems & Win!



SESSION 5

People find ways to meet these needs in positive, negative or neutral ways, but every person finds a way to meet them in some way.

Any activity, action or emotion that fulfills at least three needs at a high level becomes, in effect, an addiction. Likewise, people have positive, negative and neutral addictions.

There is always a way to fulfill a need; the skill lies in finding a sustainable way to fulfill it and doing so in a way that gives you most pleasure than pain.

NOTES...

DISCIPLINE 4
The Power of Influence:
Solve Problems & Win!

SESSION 5

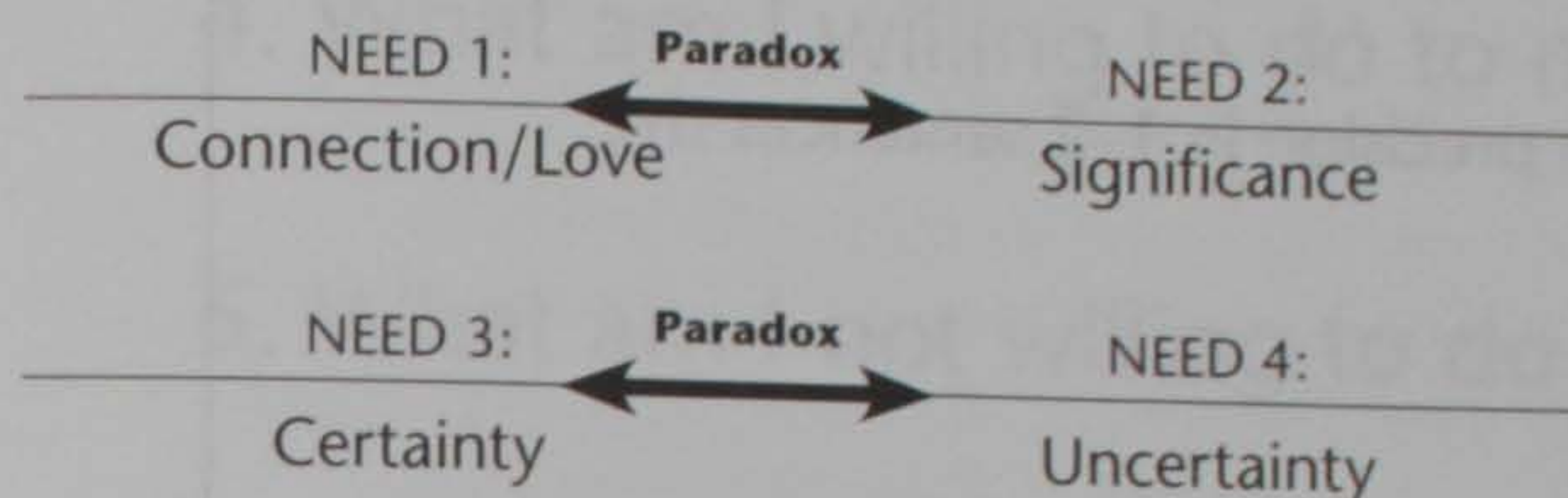
Leaders are Masters of Influence

When most people think of salespeople, they think of slimy, money-hungry, manipulative liars. However, sales is really about influencing others, and there is no greater power than to be able to move another to take action. True leaders are masters at the skill of influence.

MEETING YOUR 6 HUMAN NEEDS

To influence other people, you must already know what influences them, and you must already be influenced. All human beings have a need for:

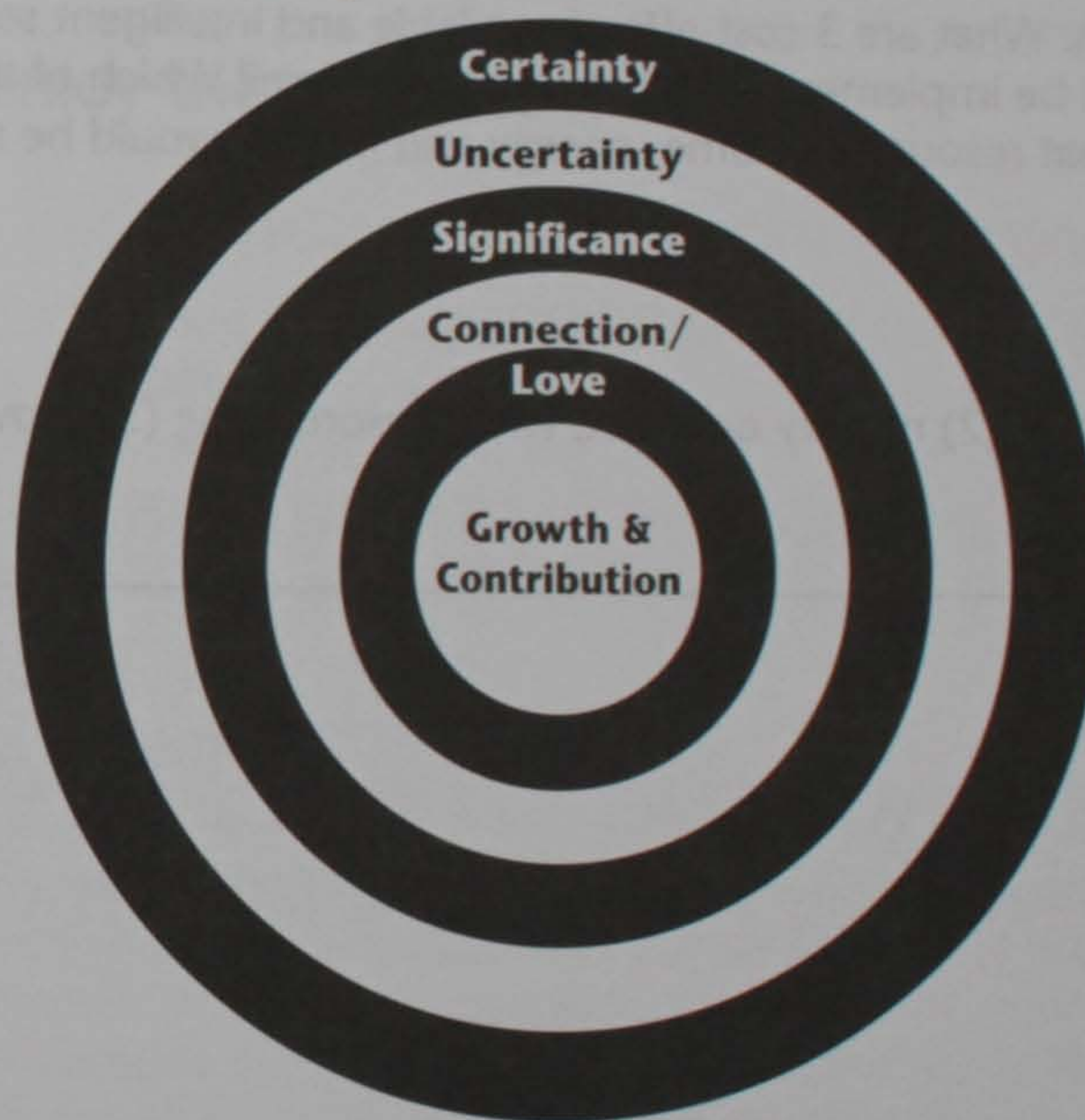
The 4 Needs of Personality



The 2 Needs of the Spirit

NEED 5: Growth	NEED 6: Contribution
-------------------	-------------------------

It is only by meeting the spiritual needs that you will experience sustainable joy vs. momentary pleasure.



People find ways to meet these needs in positive, negative or neutral ways, but every person finds a way to meet them in some way.

Any activity, action or emotion that fulfills at least three needs at a high level becomes, in effect, an addiction. Likewise, people have positive, negative and neutral addictions.

There is always a way to fulfill a need; the skill lies in finding a sustainable way to fulfill it and doing so in a way that gives you more pleasure than pain.

The Power of Questions

Humans are emotional beings. Thus, if you can change a person's state, you can influence them. How do you change someone's state? By changing their focus, which can be accomplished by the questions you ask them. We don't experience life; we experience that with which we are associated. If you want to influence others and yourself, ask better questions.

Problems are really questions that have not been answered.

3 STEPS TO PROBLEM-SOLVING

STEP 1:

Describe the problem/request. Describe with precision in 1–2 sentences the problem/request.

STEP 2:

Provide a solution. What are 3 cost-effective, viable and intelligent solutions you believe could be implemented to solve this problem? Which of the 3 is your favorite? What resources of time, energy and money would be required to implement this?

STEP 3:

Respond. (1) Accept; (2) modify or reject, with reasons why; (3) provide new alternative solutions.

SAMPLE: Problem-Solving Questions

1. What can I learn from this?
2. What's great about this problem?
3. What is not perfect yet?
4. What am I willing to do to make it the way I want it?
5. What am I not willing to do to make it the way I want it?
6. How can I enjoy the process?

SAMPLE: Morning Questions

1. What am I happy about in my life right now? What about that makes me happy? How does that make me feel?
2. What am I excited about in my life right now? What about that makes me excited? How does that make me feel?
3. What am I proud of in my life right now? What about that makes me proud? How does that make me feel?
4. What am I grateful for in my life right now? What about that makes me grateful? How does that make me feel?
5. What am I enjoying in my life right now? What about that do I enjoy? How does that make me feel?
6. What am I committed to in my life right now? What about that makes me committed? How does that make me feel?
7. Whom do I love? Who loves me? What about them makes me loving? How does that make me feel?

The Direction of Influence

THE FOOTBALL FIELD COMMUNICATION MODEL

Anthony Robbins' Football Field Communication Model provides the outcomes, structure and sequence for quality communication. For example, think of all communications as starting at zero yards on a football field with the goal of reaching a touchdown — influencing the person you are communicating with to move down the field so that they ultimately take action. With this in mind, each step of the communication process has some yardage associated with it. For example, step 1 below "Identification" accounts for 40 yards of the process — this means that 40% of your communication should consist of elements that create identification up front. While there is a flexible art to utilizing this model, by using this structure as the basis of your message, it will ensure a consistent quality outcome for your communications!

STEP 1: IDENTIFICATION (40 YARDS)

This first step is the most important part of any quality communication. The outcome for creating identification is to get your audience to identify and relate to you and your message up front. The goal is for them to be thinking "Me too" as they process your message instead of saying "So what." Your audience should be unconsciously thinking "Yes, yes, yes..." as you are communicating.

STEP 2: LOGIC & REASON (10 YARDS)

Logic and reason mean giving your audience just enough facts and details to justify an emotional decision. Remember, people make decisions for emotional reasons, but they need to always be able to justify them with logic. In this stage you are giving them the logic they need in order to create this justification. This also gives them the certainty that you can provide the solution and that you are a credible source for doing this.

STEP 3: ATTACK & CONFESS (25 YARDS)

In this step, you will do two things. First, anticipate and articulate the possible objections your audience could have. Then claim that you had the same objections and attack yourself for them. In this part of the communication, your outcome is for them to realize the "Hell if you don't" — in other words, what the consequences are for them if they don't follow through. You accomplish this by relating to the consequences this created for you before you took action.

STEP 4: SOLUTION (24.9 YARDS)

At this point, you want to give your audience the solution to the challenges you have already laid out. Your outcome for this step is to get the audience to think "Heaven if you do" and "Hell if you don't." In other words, help them associate with all the positive benefits if they follow through and take action as well as the negative consequences for them personally if they don't follow through. The tempo of the communication should pick up pace at this point as well so that you have momentum going into the final step.

STEP 5: ASK FOR THE ACTION (0.1 YARD)

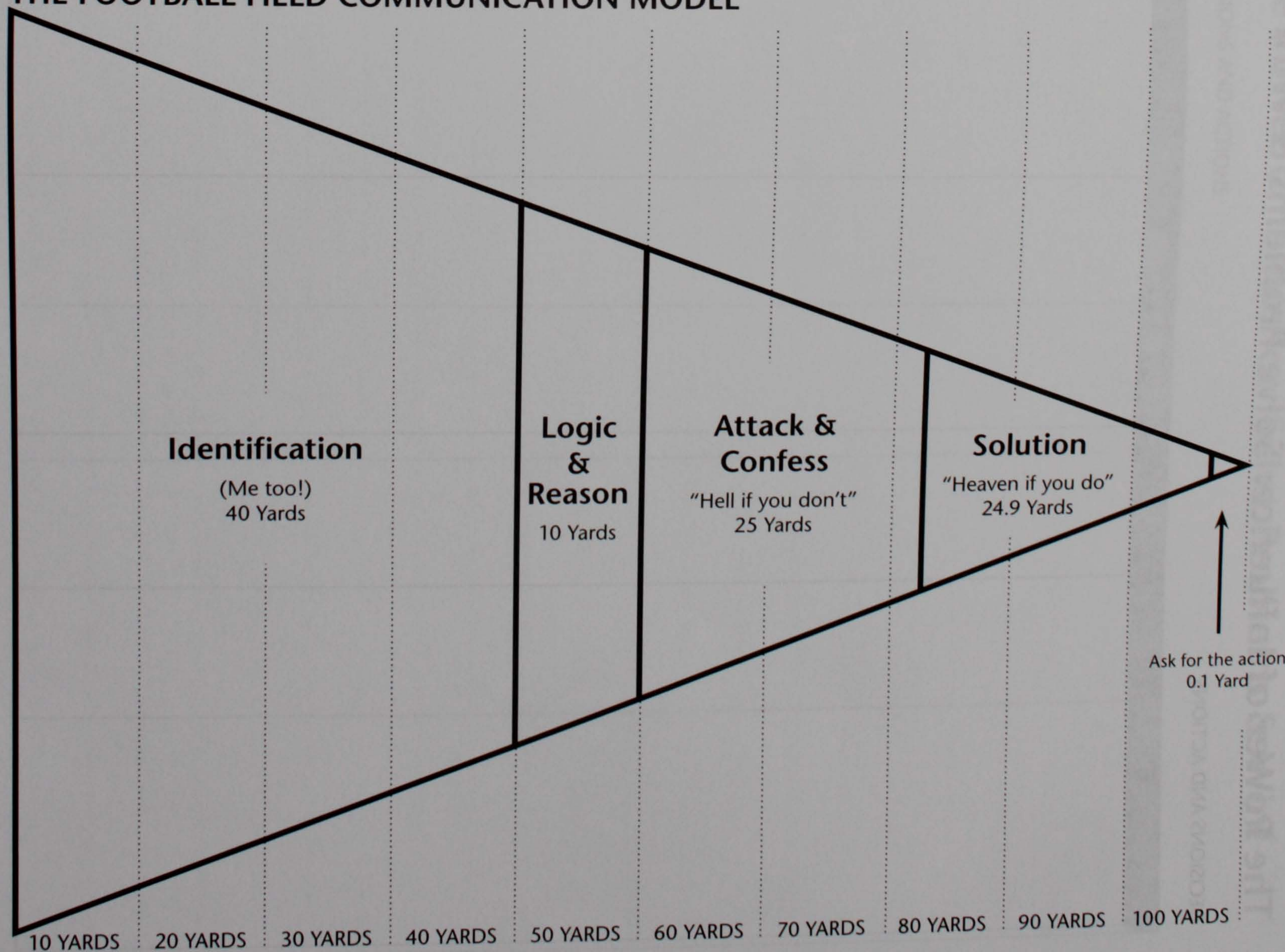
Finally, you have to ask for the action. By this point, your audience should be sold on the power of following through. You don't, however, want to take for granted that they will. You need to ask them to follow through by asking for a specific commitment.

"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."

ANTHONY ROBBINS

The Direction of Influence

THE FOOTBALL FIELD COMMUNICATION MODEL



DECISIONS AND ACTIONS

64 | SESSION 5 • DISCIPLINE 4 • The Power of Influence: Solve Problems & Win!

DECISIONS AND ACTIONS

[illegible]

NOTES...

NOTES...

NOTES

DISCIPLINE 5

The Rapid Planning Method:
3 Master Steps to Take
Immediate Control of Your Time,
Your Life & Your Business

SESSION 6

NOTES...

Create an RPM Culture

ARE YOU A RESULTS MANAGER OR AN ACTIVITY MANAGER?

There is a huge difference between managing activities and managing results. As in life, what you focus on in an organization is what you get. In order to align a group of diverse individuals with different values and mind-sets to produce measurable results, you must learn to focus people on a common outcome or result. In Desert Storm, General Norman Schwarzkopf was able to do this with allied forces composed of soldiers from many different nations, races and political and religious beliefs. When people started to focus on their differences, he simply kept bringing it back to focus on one core outcome: to kick Saddam Hussein out of Kuwait.

DISCIPLINE 5

In most organizations, managers are activity managers. The problem with managing activities is that you can be very busy and still not achieve anything.

Remember, most organizations do not have a profit center. They define a set of core values and then they focus on achieving those values. In results-focus, you focus on achieving a specific result.

The Rapid Planning Method is a system for achieving results. It produces measurable results. It ensures that you consistently achieve amazing results but, most importantly, that you and the people supporting your business are fulfilled in the process.

The Rapid Planning Method: 3 Master Steps to Take Immediate Control of Your Time, Your Life & Your Business

SESSION 6

"Drive thy business. Let it not drive thee."

BENJAMIN FRANKLIN

NOTES

DISCIPLINE 5
The Rapid Planning Method:
3 Master Steps to Take
Immediate Control of Your Time,
Your Life & Your Business

SESSION 6

Create an RPM Culture

ARE YOU A RESULTS MANAGER OR AN ACTIVITY MANAGER?

There is a huge difference between managing activities and managing results. As in life, what you focus on in an organization is what you get. In order to align a group of diverse individuals with different values and mind-sets to produce measurable results, you must learn to focus people on a common outcome or result. In Desert Storm, General Norman Schwarzkopf was able to do this with allied forces composed of soldiers from many different nations, races and political and religious beliefs. When people started to focus on their differences, he simply kept bringing it back to their one core outcome: to kick Saddam Hussein out of Kuwait.

In most organizations, managers are activity managers instead of results managers. The problem with managing activities is that you can accomplish all your to-dos and get all the activities done but not really achieve anything meaningful or valuable for your customers.

Remember, most organizations identify their purpose to be one of two things: to make a profit and/or to define a set of core values and transform the quality of life for their customers. By having an organization that is results-focused and purpose-driven, you create an opportunity to fulfill this mission while simultaneously giving the people who work there the ability to find meaning in what they do.

The Rapid Planning Method (RPM) provides the solution for taking all of the massive amounts of information, input, activities, requests, demands, phone calls, etc., and bringing them into a focus that produces measurable results. It ensures not only that you consistently achieve amazing results but, most importantly, that you and the people supporting your business are fulfilled in the process.

"Drive thy business. Let it not drive thee."

BENJAMIN FRANKLIN

NOTES...

How Do I Turn My Dreams, Goals and Desires into Reality?

The RPM Management System is a proven system for taking anything you can envision and making it real. It teaches you not only how to organize but how to actually think differently from those who become muddled in an ocean of activities.

RESULT

First, it requires you to ask the most important questions that all people who succeed ask — “What do I want from this situation? What is my outcome? What is my result?” The first question you must ask is not “What should I do?” but “What is the result I am committed to achieving?” Until you are absolutely clear about what you specifically want (your desired result), any to-do list you create will be generalized and ineffective.

PURPOSE

Secondly, you must know why you are doing what you are doing. You must know the purpose — the “P” in RPM. Having a sense of real purpose — compelling reasons — will provide you with the necessary drive to make this result or outcome a reality. There is a major difference between simply having a dream and having reasons to push yourself through the inevitable obstacles and thereby achieve a worthwhile goal. There are many ways to achieve a result, but you must know why you are going after it so that if your first plan or attempt fails, you have the necessary drive to follow through.

MASSIVE ACTION PLAN

Finally, once you know the exact result you are committed to achieving, as well as why you must achieve it (the purpose) — what it will give you emotionally, physically, psychologically — you are now in the state of mind to begin creating an action plan by asking yourself what you must do in order to achieve this specific result. The sequence in which you determine these three elements is the difference between success and failure. Knowing what you want, why you want it and how you will accomplish it, in that order, is the pathway to success, in the same way that knowing all the numbers to a combination will not open a lock unless they are in the correct order.

WHAT IS RPM?

It's a Results-focused, Purpose-driven, Massive action plan.

RESULT = THE TARGET

What goal/outcome are you specifically committed to achieving?

What do you really want? What's the result you want?

A result is a specific, measurable outcome that you want to produce — not the activity to get it done, but the actual result that you are after. For example, you might have on your to-do list, "Call John Smith." Subsequently, you can call John and cross it off your list, but you still might not have accomplished anything meaningful during the call.

Having a clear result and consistently focusing on it immediately changes your behavior. For example, can you remember the last time you were caught up in an argument? Maybe you forgot what you were even arguing about, yet you knew inside you had to win! What if in the middle of that argument you had asked, "What do I really want out of this? What's the result I want right now?" You would have realized that your desired result was not to argue but to create a resolution. This simple shift in focus would have immediately changed the direction of the communication and would likely have moved you from a state of arguing toward a focus on resolution.

Remember, whatever you focus on, you will feel and experience at a stronger level. If you focus on why you have so many problems in your life, you will surely be able to come up with a long list of reasons. If you focus on all the activities that are keeping you busy, you'll find yourself continuously adding more and more to your list.

Focus on the results you are committed to, and you'll find yourself consistently moving toward the outcomes you're after (and very often accomplishing them with a lot shorter to-do list than you might think). Focusing on the activity will keep you busy. Focusing on the result will create the outcome you're after.

PURPOSE = THE DRIVE

Why are you committed to achieving this result or goal?

Why do you want it? What is your purpose?

Your purpose gives you the emotional reasons why you want to follow through and do whatever it takes to create the outcome you desire. Whereas a result produces focus, a purpose gives you drive. For example, it's one thing to say, "I want to become a millionaire." It's another thing to say, "I want to become a millionaire because I will be able to help my children; make a difference in the world; develop the pride of knowing that I've overcome so many challenges; contribute to the homeless; and create many magical, fun moments for myself and those I love!" When you become associated with why you are doing something, you will create the emotional excitement and juice that will give you the drive and momentum to create the result.

MASSIVE ACTION PLAN (MAP) = THE NECESSARY ACTIVITIES

What specific actions will you take to achieve your desired result, outcome or goal?

Why do you want it? What is your purpose?

Actions are the specific activities you must complete in order to produce the result/outcome you are committed to. Remember two things: 1. There are many ways to achieve a result. If one set of actions doesn't achieve it, another set will. 2. Throughout your entire list of action items, a small number of them make the biggest difference in your ability to achieve your goal — 20% of what you do in life makes 80% of the difference.

In other words, most often you don't have to accomplish every action on your to-do list in order to achieve your desired result. For example, if your result is to plan an incredible, meaningful wedding that's fun for you and all your guests, you don't necessarily have to have every last napkin match the exact color of the Oceania roses you've selected for the tables. In fact, you may better achieve your result if you spend less time worrying about these details and more time focusing on your friends and family! Free yourself up by creating a lot of choices — focusing on those must actions that will truly make a difference in helping you achieve the outcome you are really committed to — your RESULT.

The Power of Mastering RPM

Those who succeed always start with the end in mind — they are totally clear about the final result they are after. They have unleashed the power of why. They have a burning desire to achieve their result, and it is tied to a specific, clear goal. Creating the action plan is simple when these first two elements are put together. When you have developed a Results-focused, Purpose-driven, Massive action plan for your week, your day or your month or for any project or goal that you are committed to achieving, you will have created the certainty of knowing that your dream is about to become a reality.

To learn how to use the RPM system personally or within your organization, contact us at (858) 535-9900 or (800) 445-8183.

Organizing Principles

HOW TO CREATE AN EXTRAORDINARY QUALITY OF LIFE

1. This system taps the power of focus.

What you consistently focus on, you will achieve. The RPM Management System causes you to focus on the result you are committed to. With complete focus on the result you desire, you'll come up with a more effective action plan. Most importantly, if your plan doesn't work, by focusing on the result you will find another way to achieve what you are after.

2. RPM planning prevents you from falling into the trap of mistaking movement for achievement.

Crossing off a list of to-dos is no guarantee that you've made significant progress toward the results you really want in life. To-do lists keep you busy, however, and checking off a series of tasks can provide the illusion of progress. Activities without a clear purpose are the drain on a life of fulfillment.

3. RPM planning taps the power of synergy.

In traditional to-do list planning, one does not take any time to note the relationships between tasks. Thus, the opportunity to accomplish multiple tasks simultaneously or to maximize your effectiveness in a given situation by combining tasks is missed.

4. The RPM Management System taps the power of anticipation.

With traditional to-do planning, the question asked is: "What do I need to do today or this week?" As we already stated in the RPM process, one asks:

- "What are the most important results I need to achieve?"
- "Why do I want to accomplish these tasks — what will it give me?"
- "What actions must I take in order to achieve this result?"

This 3-step questioning process causes us to identify the most important actions that will be necessary to achieve our desired results (rather than merely make a list of activities to accomplish during the week). Thus, using the RPM Management System will allow you to anticipate additional items that might not ever make it to your to-do list but are necessary to effectively achieve a desired result by discovering all of your necessary musts in advance while at the same time giving you a great advantage in reducing the stress in your life.

5. RPM planning reduces stress: It prevents you from feeling overwhelmed while creating a sense of certainty.

Very often our to-do lists become so long that the sheer number of action items can become overwhelming. In modern times, most individuals must manage multiple tasks as well as multiple roles. RPM planning utilizes the power of grouping tasks together into a form called chunking. This allows you to turn your 35- to 40-item to-do list into 4 or 5 results on which you can clearly focus and direct your attention. It not only reduces stress but also provides a sense of personal certainty as well as a feeling of control over your life.

The 7 Principles of Power

In order to master the **Rapid Planning Method** and truly install RPM into your life and your organization, there are only 7 things you must know:

1. The Power of Language:

The principle of passion.

2. The Power of Results-Focus:

Having a laser-like focus on a specific outcome.

3. The Power of Purpose:

Motive does matter.

4. The Power of MAPping:

A strategy to achieve your outcome, which you are flexible to change as needed.

5. The Power of Chunking:

The principle of making more, less.

6. The Power of Turning Dreams into Reality:

Project management
(The 5 Master Steps of Planning).

7. Your Hour of Power:

The weekly planning process.

1. What are some words or phrases that can juice up your life?

1. What are some words or phrases that can juice up your life?

2. What are some words or phrases that can juice up SPECIFIC AREAS of your life?

The Power of Chunking

In order to succeed at anything and not be stressed, you have to be able to take a whole variety of action items and group them together so that they help you accomplish a common outcome. We have the ability in our minds to take any experience in life and pull it apart into a million pieces or to tie it all together into one piece. For example, if you take on a project and try to do the whole thing all at once (eat the whole whale in one bite), you're going to be a bit overwhelmed! Similarly, if you take a task and divide it into too many small steps, it's equally daunting, overwhelming and frustrating.

Most people are only able to focus on a limited number of things at one time. When most people are learning, they tend to remember things that are grouped into three's. We tend to see things as one, two, three...many! (i.e., anything above three is too many to remember). In other words, most people tend to get overwhelmed after three different pieces, or chunks, of information. In fact, the process of getting good at something is learning to take a whole bunch of tasks and turn them into only one or two chunks.

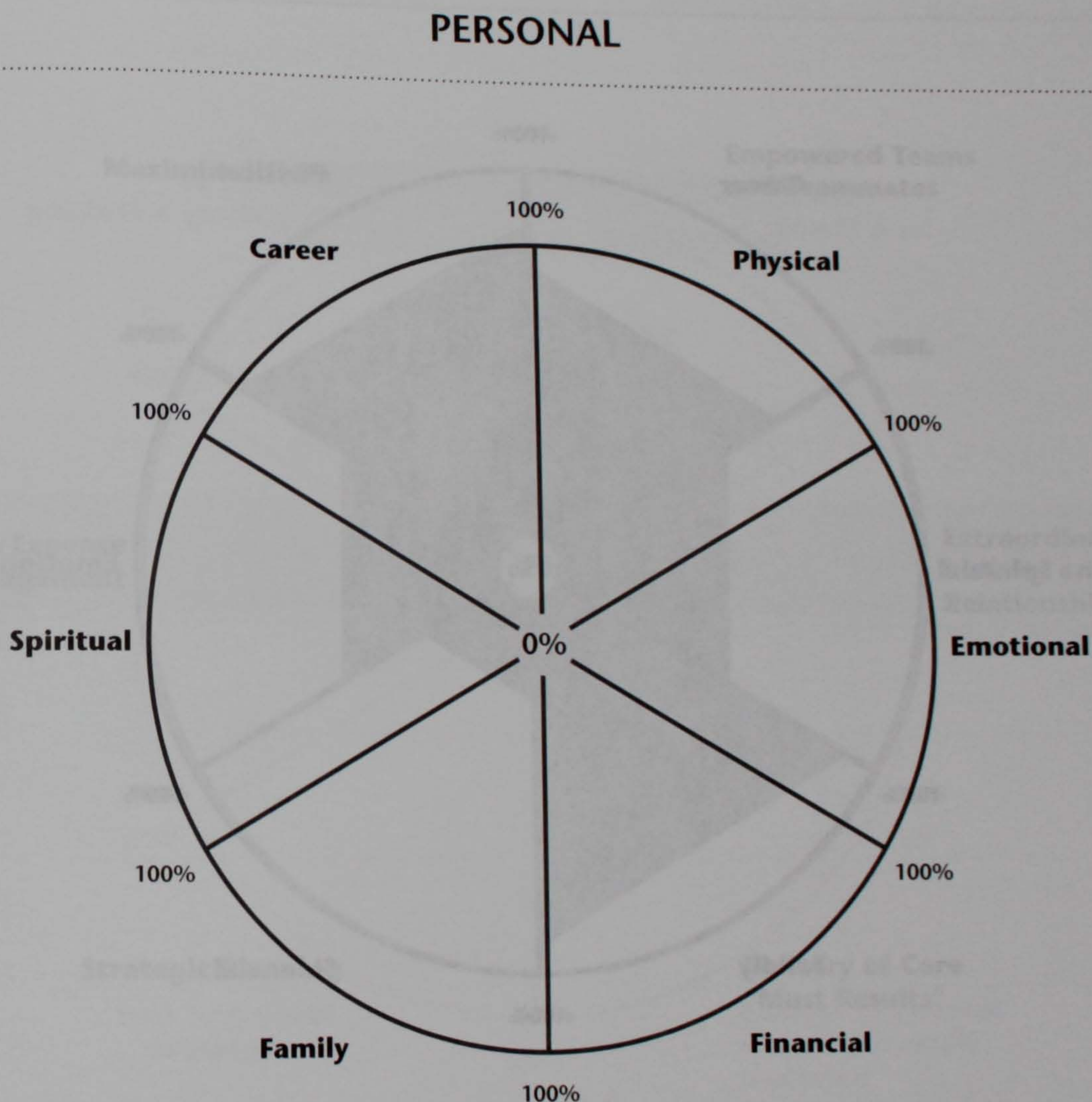
Chunking is the process of turning more into less.

CHUNKING:

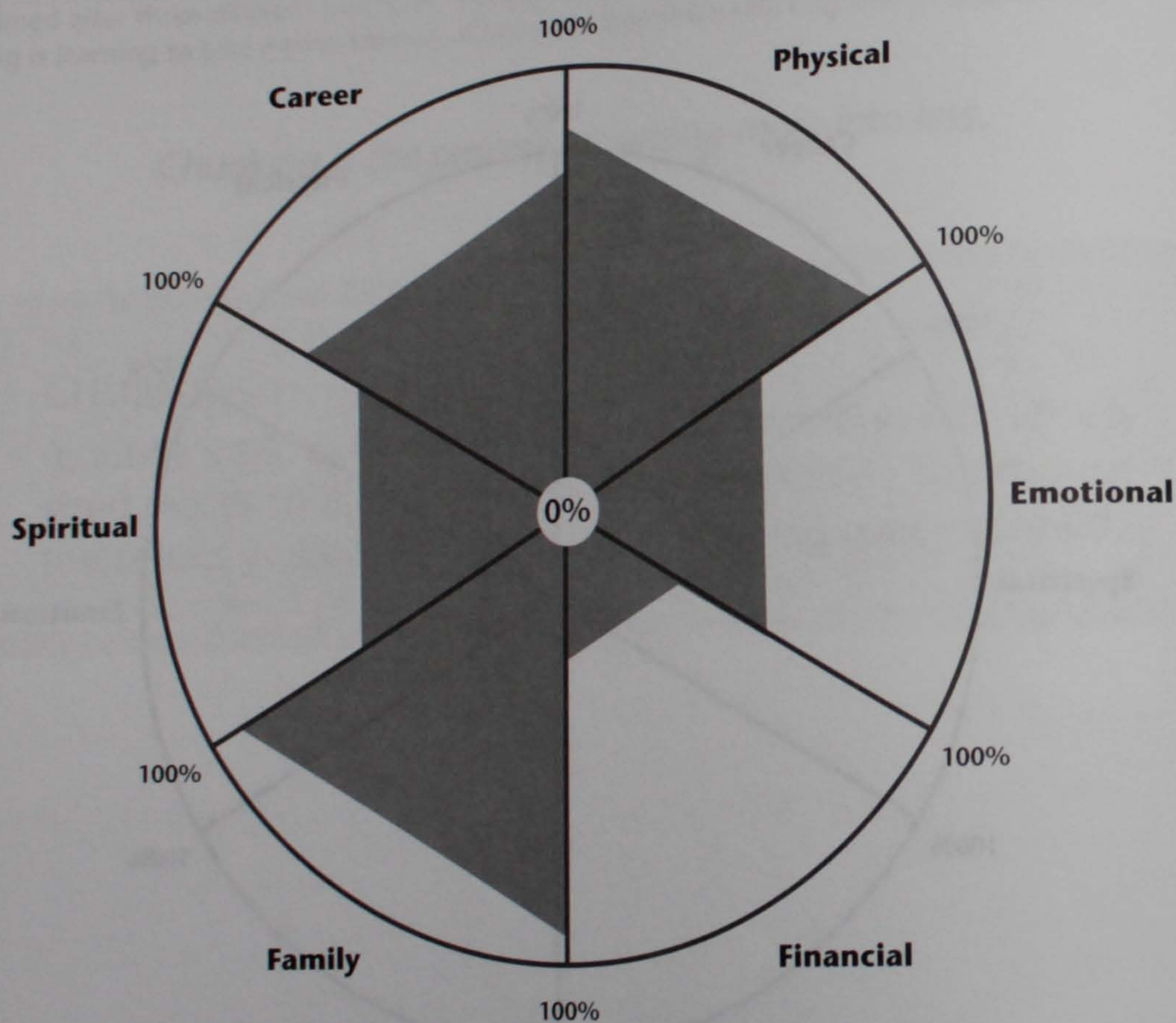
(chungk'ing), v., Grouping together information into ideally sized pieces so that they can be used effectively to produce the results you want without stress or being overwhelmed.

The Wheel of Life

Take a look at your life as if it had 6 areas that you have decided are critically important to constantly improve. Think of them as spokes in a wheel. If the center of the circle represents 0% and the outside of the circle represents 100% of where you want to be in this area of your life, where are you currently



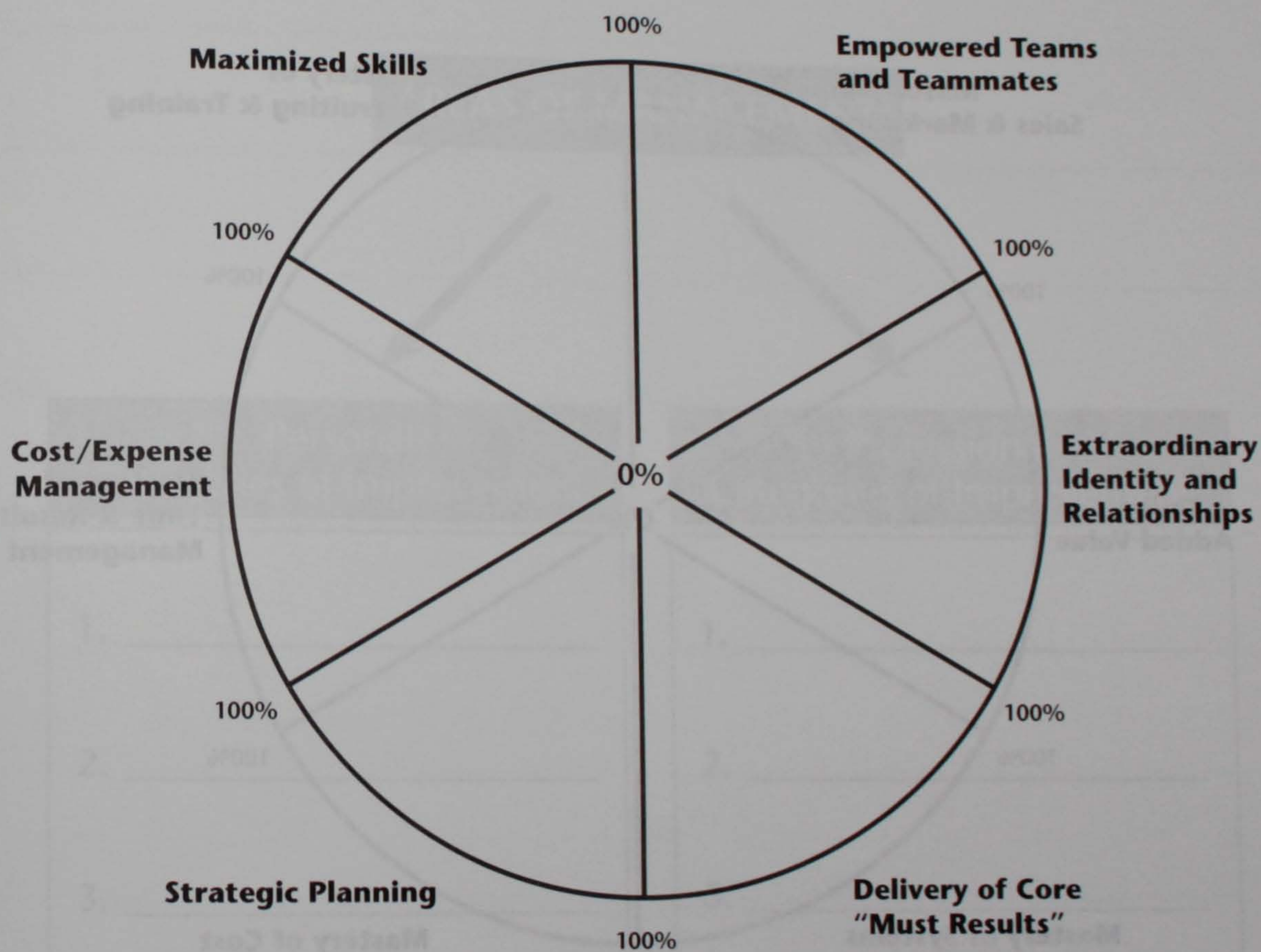
If this were a tire on your car called life, how would the car run?
 What if you were going 20 mph (miles per hour)?
 What if you were an achiever going 100 mph?



You need a way to round your wheel off and create balance in your life so that you are putting your time, energy, and focus into all the areas that matter most to you, and you can produce the results you truly desire.

Now take a look at your professional life...

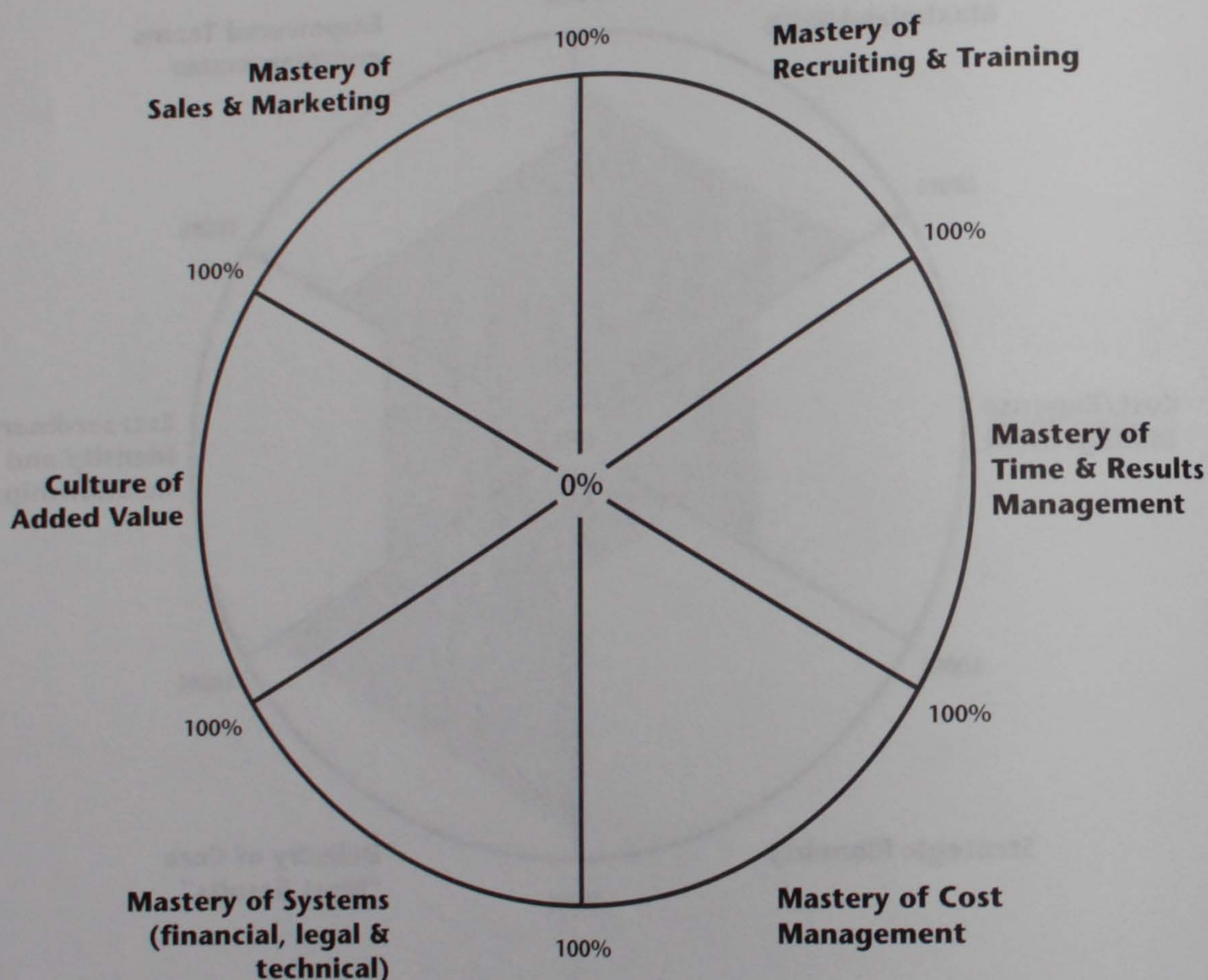
PROFESSIONAL



Your Organization's Wheel of Life

You can use the Wheel of Life to measure and manage the health of your organization, as well. If the center of the circle represents 0% and the outside of the circle represents 100% of where you want to be in this area of your business, where are you currently in each area?

ORGANIZATION OR ENTERPRISE



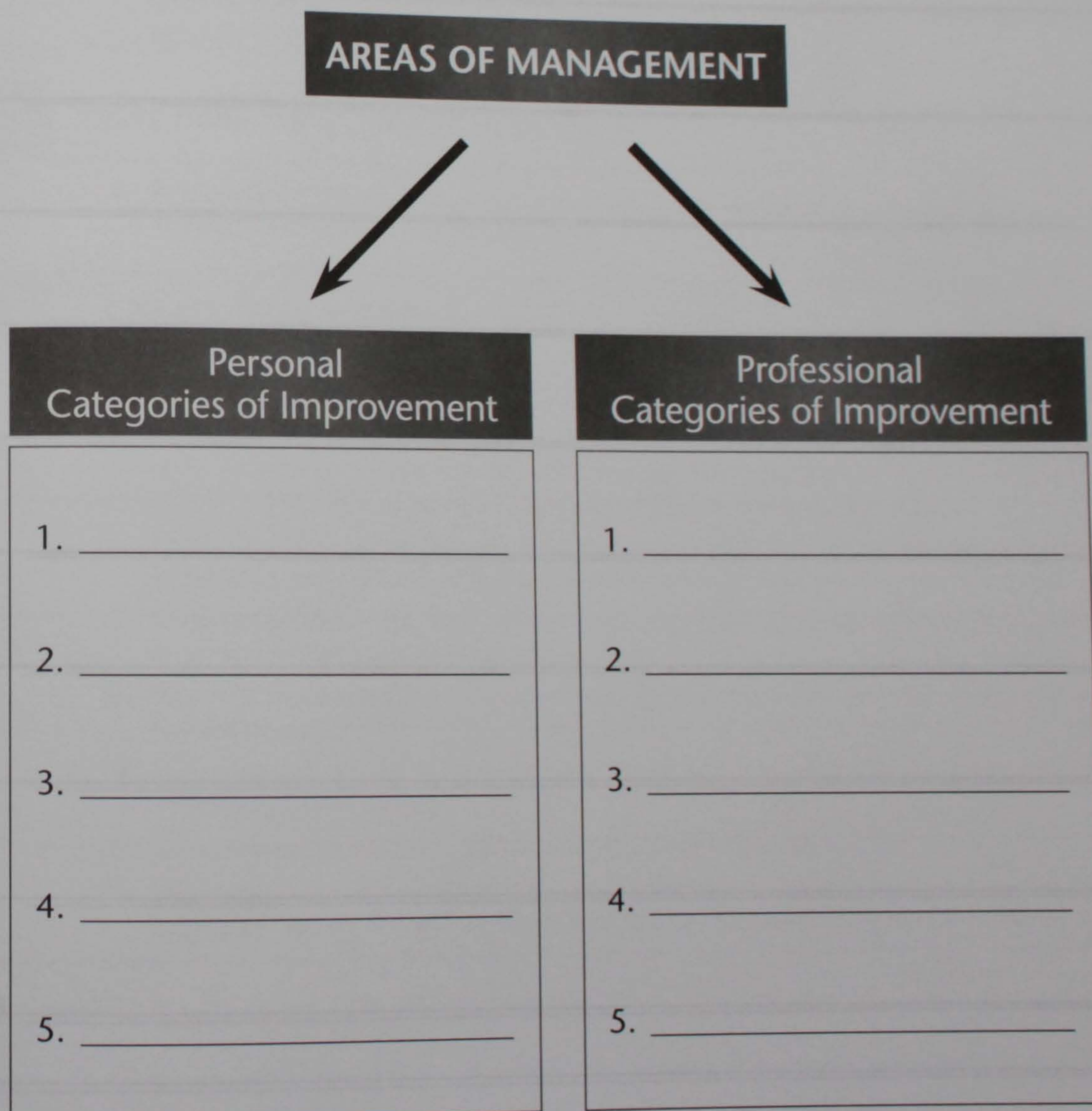
*CANI: Constant And Neverending Improvement

Areas of Management

THE MASTERFUL MANAGEMENT OF YOUR LIFE

In order to really make your life work, the first thing you must do is get rid of your to-do planner and get a life planner. How can you possibly plan your time if you don't have a plan for your life? How could you plan your day if you don't have a clue what you're planning it for?

In order to manage your live, you need a life management system. Ours starts with the core belief that in order to manage your life, there are specific areas of life to be managed. For 95% of the population, there are two areas of management: professional and personal. Within each of these, there are areas on which you must consistently focus and improve. These are your Categories of Improvement.



Categories of Improvement

Within an area of management in your life, such as your personal or professional life, there are certain areas on which you must focus for them to constantly improve and for your life to be as successful as possible. We call these areas Categories of Improvement. Take a few minutes now to brainstorm the areas of your personal life that you must constantly improve in order to be fulfilled and successful.

MY PERSONAL CATEGORIES OF IMPROVEMENT

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Categories of Improvement

Again, within your professional life, there are certain areas on which you must focus for them to constantly improve. Take a few minutes to brainstorm the areas of your professional life on which you must constantly improve in order to be fulfilled and successful. Most people's personal categories are very similar because we all need to take care of our bodies, relationships, finances, etc. On the professional side, however, people tend to get a little overwhelmed at first. Remember, you don't need to do this perfectly — this is just your first look.

MY PROFESSIONAL CATEGORIES OF IMPROVEMENT

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Categories of Improvement

Take a few minutes to brainstorm the areas of your company/organization that you must constantly focus on and improve in order to be fulfilled and successful. Since you will likely be working on these Categories of Improvement with other team members, it's best if you can brainstorm these categories as a team, or you can put together a list initially for your team's review. Finally, for organizational categories, it is best if a specific individual owns each category (you can have a different person be responsible for each one and/or you can have the same person be the owner of several categories — whatever supports your team's structure best). Just remember the principle: if more than one person owns something, no one owns it!

MY COMPANY CATEGORIES OF IMPROVEMENT

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

The Project Planner

Questions to Ask in Creating & Celebrating Your Project RPM

Create Your
table of contents

ULTIMATE RESULT OF PROJECT

1. **Ultimate Result:** What is the ultimate outcome that I need to achieve? What is the result I want to produce?
2. **Ultimate Purpose:** Why do I want to do this? What is my ultimate purpose for completing the project? What will it give me to accomplish this? How will this make me feel?
3. **Key Results:** What are the results or outcomes I must achieve in order to produce my ultimate outcome or result? What are my 'key results'? (hint: each of these 'key results' will become their own RPM Blocks)

1

CAPTURE: Ideas, Wants, and Needs

4. **Brainstorm:** What are the most important outcomes/results I must produce in order to complete this project successfully?

2

CREATE: Your RPM Plan

RPM BLOCKS OF PROJECT

5. **Result/outcome:** What is the first Key Result or outcome that I must complete in order to achieve my Ultimate Result? (hint: take this from the Key Results you created in question 3 above — you may simply want to refine the language a bit.)
6. **Purpose:** Why do I want to do this? To Support who or what? What's my real purpose? What will I really get out of doing this (emotionally)? How will that make me feel?
7. **Map or Action Plan:** What are the most important outcomes/results I must produce in order to complete this project successfully?
8. Which of these actions are absolute musts for me? (asterisk those 10% that make 80% of the difference.)
9. How long will each of these items take? (Then add these times up to find out the duration of the entire RPM Block.)
10. Which of these sections could I leverage to someone else?
11. What is the second Key Result that I must complete in order to achieve my ultimate outcome? (Again, this will be taken from the Key Results you created in question 3)

Repeat questions 5-11 until you have created an RPM Block for each of your Key Results.

The Project Planner

Questions to Ask in Creating & Celebrating Your Project RPM

3

COMMIT: To Block Time & Resolve Your "Musts"

12. When do I want to commit my time to do this? What days will I work on each of these outcomes? How many hours (or minutes) do I want to commit?

4

SCHEDULE IT: Imagine & Anticipate the Results & Rewards

13. When is the exact time that I will work on this Result block or action item? (First, schedule those items that must happen at a specific time. Then, schedule blocks of time to work on outcomes.) Remember, you must schedule on your Daily Planner.

5

Complete, Measure & CELEBRATE THE RESULTS

14. Did I achieve my ultimate outcome or result for this project? Or, am I on track to achieve my ultimate outcome?
15. What did I learn from doing this project? What did I achieve that I am proud of? (Be sure to celebrate your 'wins' and capture any important distinctions in your journal notes.)
16. Is this project now a 'Pathway to Power' that I can utilize to achieve other goals?

RPM PROJECT PLAN

LEV	DUR	PRI	KEY RESULTS	ULTIMATE RESULT	ULTIMATE PURPOSE
16h/35m	2		Handle enough events in advance so that I'm assured that the weekend will be a smooth, fun-filled success.	Create a wedding of a lifetime that is an incredible experience for Gary and me, and fun for our guests.	A remarkable beginning for an awesome marriage, to express my love for Gary, my family and friends; to have fun.
7h/5m	1*		Have a pleasurable Friday & Saturday evening enjoying guests while details are taken care of by others.		
7h/25m	3		Set up a fun day of shopping with Kim and Kay to spend time with them while shopping for wedding things.		
5h	4		Create a fabulous surprise 50th birthday party for Gary on Friday night during rehearsal dinner.		
TOTAL EST. TIME:			36 hr / 5 m	TOTAL MUST TIME: 7 hr / 5 m	
				ACTUAL TIME:	

CAPTURE		
COMMUNICATIONS	RESULTS	ACTIONS · PROJECTS
<ul style="list-style-type: none"> • KP to put out signs • Call & confirm band 	<ul style="list-style-type: none"> • Take care of parking situation • Rent 2 vans • Have a friday breakfast • Have a saturday breakfast • Have a saturday lunch • Order the direction signs • Order the meat trays & pick up saturday at Sam's • Pick up donuts friday & saturday • Plates for the cake table • Match the silver for the cake table • Get the caterer for saturday • Get the caterer for sunday • Find the M.C. for Gary's party for friday • Order the mic and podium for the party at the hotel 	

Neecie's Incredible Wedding

Project Planner Example

CREATE YOUR RPM PROJECT MASTER PLAN

RPM PLAN FOR THE PROJECT: Incredible Wedding

LEV	DUR	PRI	MASSIVE ACTION PLAN	RESULT + OUTCOME	PURPOSE
KP	15m	4	Pick up signs.	IV Create a fabulous surprise birthday party for Gary on Friday night during rehearsal dinner.	To honor and delight Gary; to have fun; to create a magic moment; to share my love with him.
	10m	1*	Order cake.		
KP	30m	2*	Pick up cake.		
	30m	3	Get an M.C.		
KP	30m	4*	Get an accurate count of guests.		
KP	5m	8*	Confirm count to hotel.		
KP	20m	10	Get microphone and podium.		
KP	5m	6	Get good stuff to hang signs.	By 11/1	
	2h	7	Make program for Friday night.		
KP	30m	11	Take program to Kinko's for printing.		
KP	5m	5	Check on hors d'oeuvres.		
5h/1h 15m					
			Shop for:	III Set up a fun day of shopping with Kim and Kay to shop for wedding things.	To create a fun and productive day; to connect and spend time with my friends; to reduce stress.
	10m	8	Sign-in book		
	20m	4	Wedding photo album		
	10m	5	Cameras for tables		
	1h	7	Champagne glasses		
	1h	6	Plates for cake tables		
	1h	10	Matching flatware for cake tables		
	10m	9	Sparkling grape juice	By 10/30	
	20m	1*	Rebekah's basket		
	15m	2*	Vases for tables		
	30m	11	Fake bouquet to throw		
	2h	3*	Sam's - chips, plates, nuts, potato salad, orange juice, coffee		
	30m	12	Pick up shoes.		
7h 25m/2h 35m					
TOTAL EST. TIME: 12h/45m TOTAL MUST TIME: 8h ACTUAL TIME:					

Neecie's Incredible Wedding

Project Planner Example

CREATE YOUR RPM PROJECT MASTER PLAN

RPM PLAN FOR THE PROJECT: Incredible Wedding

MASSIVE ACTION PLAN				RESULT	OUTCOME	PURPOSE
Jas	30m	1*	Donuts for friday AM	I Have a pleasurable friday and saturday evening enjoying guests while things are being taken care of by others.	To create a cool, calm, collected and smiling bride; to connect with my friends and family; to spread my joy and happiness!	
Rog	30m	4	Donuts for saturday AM			
Rog	45m	5	Meat tray - Sam's on saturday AM			
KP	1h	3	Produce stand friday (lettuce, tomatoes, onion)			
Rog	3h	6	Manage valet parking.			
Jas	1h	2*	Pick up trellis.			
KP	20m	7	Call renters insurance about adding jewelry.			
				By 11/2		
7h 5m/1h 30m						
	45m	7	Rent a van.	II Handle enough events in advance to ensure that the weekend is a smooth, fun-filled success!	To anticipate potential challenges; to create a relaxed enjoyable wedding.	
KP	10m	6	Confirm caterer for saturday PM.			
KP	10m	4	Confirm photographer & videographer.			
	10m	8	Confirm band.			
	10m	5	Decide whether to order tent or not.			
	10m	20	Send check to Ducky Bob's.			
	20m	3*	Get cash to pay caterer and parkers.			
	30m	17	Get cash to tip helpers.			
	2h	16	Send invitations to neighborhood.			
	2h	18	Send letter to neighbors re: noise.			
	2h	1*	Get marriage license.			
Mick	1h	19	Get video projector.			
KP	10m	15	Get direction signs picked up.			
Rog	30m	9	Get directions signs put out.			
	10m	10	Ask KP to coordinate attendants.			
	2h	11	Prepare program for band and dance.			
	3h	2*	Decide on ceremony.			
	10m	12	Ask Brent to do toast.			
	1h	13	Try on my dress.			
	10m	14	Call jeweler re: inscription on Gary's ring.			
				By 10/31		
16h 35m/5h 20m						
TOTAL EST. TIME:				TOTAL MUST TIME:		
				ACTUAL TIME:		

Neecie's Incredible Wedding

Project Planner Example

RPM PROJECT COMMIT SHEET

Block Time and Resolve Your Musts.

PROJECT: Incredible Wedding

PROJECT TIMELINE
COMMIT TO BLOCK TIME

RESULTS · ACTIONS		Oct 13 - 19					Oct 20 - 26					Oct 27 - Nov 2					RESOURCES RESULTS					
		13	14	15	16	17	18	19	20	21	22	23	24	25	26	27		28	29	30	31	1
I Pleasurable Fri-Sat evening																						
• Pick up Trellis																						
• West tray																						
• Produce stand																						
• Renters insurance																						
• Valet parking																						
II Handle Events in Advance																						
• Marriage license																						
• Decide on ceremony																						
• Prepare program																						
• Rent a van																						
• Confirm band																						
• Get cash - tips																						
• Check - Ducky Bob's																						
• Decide on tent																						
• Ask Brent - towels																						
• Direction signs																						
• Letter invites - neighbors																						
• Try on dress																						
III Set up fun day of shopping																						
IV Surprise 50th Birthday																						
• Order cake																						
• Get an M.C.																						
• Make program																						

Project: _____

[illegible]

RPM PLAN FOR THE PROJECT:

[illegible]

CREATE YOUR *RPM* PROJECT MASTER PLAN

RPM PLAN FOR THE PROJECT:

[illegible]

RPM PLAN FOR THE PROJECT:

[illegible]

CREATE YOUR *RPM* PROJECT MASTER PLAN

RPM PLAN FOR THE PROJECT:

[illegible]

RPM PROJECT COMMIT SHEET

Block Time and Resolve Your Musts.

[illegible]

PROJECT:

COMMIT TO BLOCK TIME

PROJECT TIMELINE

The Rapid Planning Method (RPM)

THE 6 STAGES OF IMPLEMENTATION FOR AN ORGANIZATION

1. **You are consistently utilizing RPM as a system of thinking. You are asking and answering the 3 questions of RPM consistently.**
 - a. What's the result I want? What is the result I am committed to?
 - b. Why do I want it? What's my purpose?
 - c. What specific actions do I need to take? What is my Massive Action Plan (MAP)?
2. **You are consistently utilizing the mechanics of RPM.**
 - a. You have established your ultimate vision and purpose.
 - b. You have created categories of improvement for your personal and professional life.
 - c. You are creating and utilizing projects to achieve results.
 - d. You are consistently completing your weekly planning process.
3. **Your organization is utilizing Categories of Improvement and has set specific objectives/results for the quarter and the year.**
 - a. Your team sets its quarterly and annual results based on your Categories of Improvement.
 - b. Your team meetings are run and managed by your Categories of Improvement (so that you are consistently making progress in all areas of the business).
 - c. Your team conducts quarterly and annual reviews to measure your progress and set new result commitments or objectives.
4. **The people in your organization understand and utilize the RPM system of thinking.**
 - a. People are focused on results and are associated with the reasons why they are doing what they are doing.
 - b. People are consistently asking each other to clarify the results and reasons.
5. **The people in your organization understand and consistently create RPM blocks to help them achieve results.**
 - a. People consistently complete RPM blocks and plans to achieve results.
 - b. People are utilizing flash reports to monitor progress on a weekly basis.
6. **The people in your organization create and utilize RPM projects to achieve results.**
 - a. Your team understands and utilizes the team project process.
 - b. Your team creates and utilizes projects at the departmental level.
 - c. People are beginning to utilize the mechanics of RPM in their personal and professional lives.

The Rapid Planning Method: 3 Master Steps to Take Immediate Control of Your Time, Your Life & Your Business

[illegible]

DECISIONS/ACTIONS

DECISIONS/ACTIONS	BY WHEN	LEVERAGE/WHY	RESOURCES

NOTES...

NOTES...

NOTES

INTEGRATION

The 5 Keys to Wealth & Happiness

SESSION 7

NOTES...

Lined area for notes.

The 5 Keys to Wealth & Happiness

In order to change your business long term and get maximum results, make a commitment to master these 5 skills.

1. Raise Your Standards

Remove your "shoulds" and "musts," and surround yourself with people who challenge and inspire you.

INTEGRATION

The 5 Keys to Wealth & Happiness

But when you start to believe that everything can happen, you will see new possibilities and opportunities.

3. Model What Works

You don't have to re-invent the wheel. Find someone who has already accomplished what you want to do, and model their success.

4. Increase Your Intensity

When someone comes your way and turn it into an asset. Find a way to turn a hindrance to making it into an asset and reward to make a business.

5. Step Up! Give More Than You Expect to Receive

The ultimate transformation is to give more than you expect to get and then looking for ways to give.

SESSION 7

NOTES...

INTEGRATION
The 5 Keys to Wealth & Happiness

SESSION 7

The 5 Keys to Wealth & Happiness

In order to change your business long term and get maximum results, make a commitment to adopt these 5 skills.

1. Raise Your Standards

Turn your "shoulds" into "musts," and surround yourself with people who challenge and inspire you to grow.

2. Change Your Limiting Beliefs

When you believe something is impossible, you only see what is stopping you. But when you start to believe that something can happen, you notice new possibilities and opportunities.

3. Model What Works

You don't have to re-create the wheel. Find someone who has already accomplished what you want to do, and model their success.

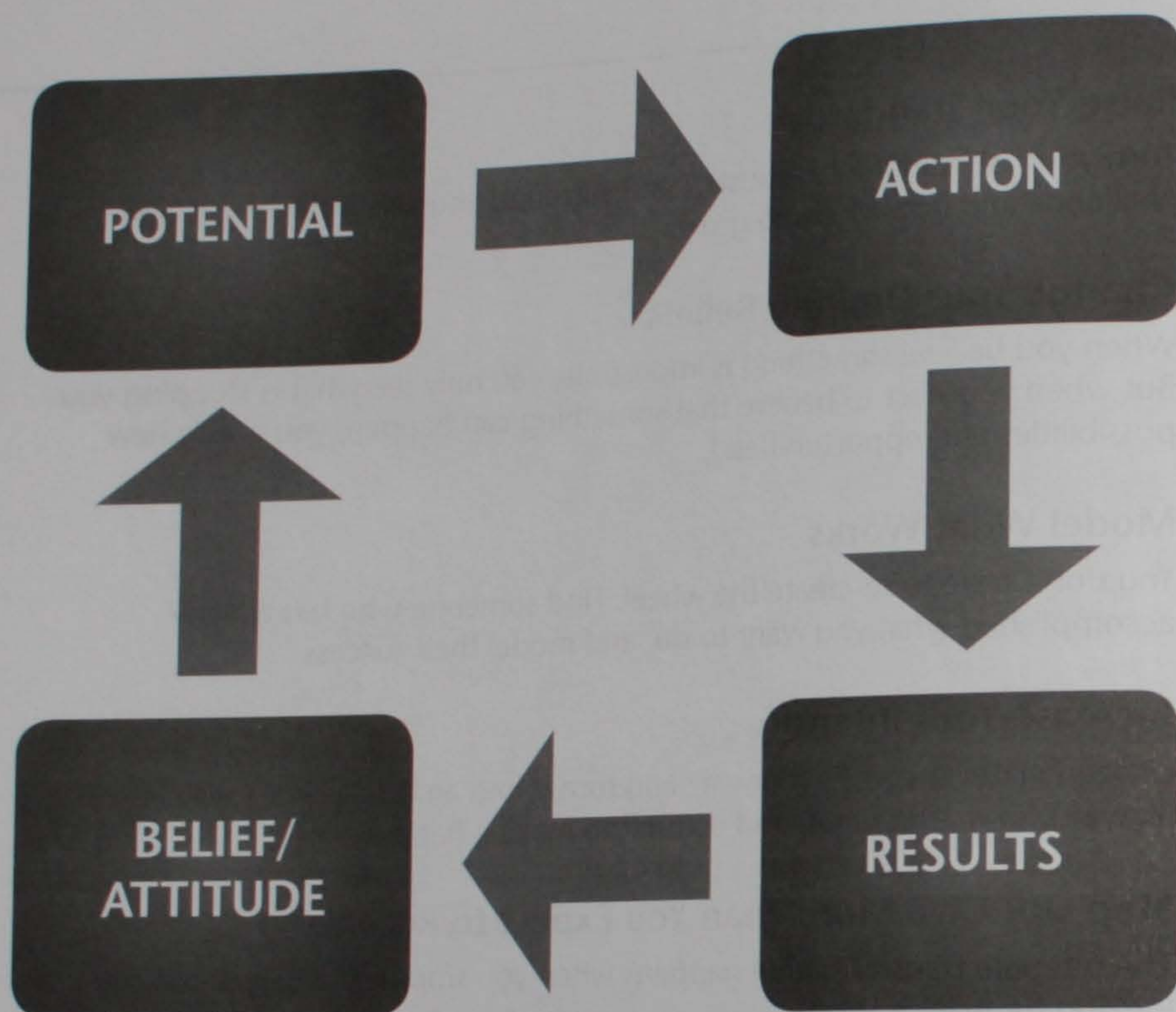
4. Increase Your Intensity

Utilize whatever comes your way and turn it into an asset. Find a way to move forward no matter what, and commit to make it happen.

5. Step Up! Give More Than You Expect to Receive

The ultimate transformation happens when you stop trying to get and start looking for ways to give.

The Success Cycle



7 Steps for Integrating Business Mastery

ENGAGE YOUR TEAM AND TAKE YOUR BUSINESS TO THE NEXT LEVEL

1. Get associated and put yourself in state

Associate with each individual and with all the great things that already exist within your current organization. Think about your team and what they really need from you most upon your return (to feel certain, to feel appreciated, etc.).

2. Acknowledge and reassure your team

Thank your team sincerely for what they've built with you so far. Acknowledge the success that has been created so far and how they've personally contributed to that. Remember, you can't build on failure; you can only build on success.

3. Engage your team in the process

Take your team through a version of the process of taking stock. Have them help identify with you what's great and what the challenges are. Lead them through this process, and help them discover the core patterns of your business and what needs to change. Remember, it's much more powerful if they discover things for themselves vs. if you tell them.

4. Create a frame of reference for change

- a. Teach people the philosophy of resources vs. resourcefulness. There is always a way to find the resources if you are resourceful enough.
- b. Remind your team of the problems/solutions/change model: Of course when we make any changes, it's going to create problems — just like a tennis player who gets some new coaching gets worse before they start to improve. Acknowledge that in the beginning, it actually may slow things down.

5. Lead by example: go first and be real

Own and share your mistakes and your ultimate responsibility in where things are.

6. Address any people issues

If there are any people on your team who are not a right fit or who are creating challenges, give them specific coaching, and follow up and measure the result of the coaching. If it's a matter of nature, however, you may need to make a change. Remember the story of the frog and the scorpion. There is no place for a scorpion in your business! HINT: Generally, it's best to praise in public and correct in private!

7. Focus your team on the most important outcomes

Focus everyone on the primary outcomes that will make the biggest difference in your business for the current year. Make sure that the outcomes are smart: **s**pecific, **m**easurable, **a**ctionable, **r**elevant, and **t**imely (i.e., they have a deadline).

Key Principle: It is important that you communicate with passion and sincerity your appreciation, your excitement, and your resolve to go to the next level. Remember, there is a difference between being a 'speaker' and a person who communicates and influences. People will hear your emotion and your sincerity more than they will hear your words.

Integration: Setting Yourself Up for Success

1. What are the 5 most important resolutions/decisions/actions you are committed to implementing within your business over the next 90–120 days? What is the dollar value of each of these decisions for your business?

2. Write down the 5 biggest realizations you had while using this product. What made you smile? Laugh? What touched your heart? What moved you emotionally or made you think about your life or your business in a new way?

3. Where were you in terms of your thinking about your business when you started this program?

4. How do you feel about your business now, after participating in this Business Mastery product?

5. What has the experience of this program meant to you? What did you get from this training and what will you do with it? What are you committed to do as a result of your experience? Why is it a 'must' for you to follow through?

DECISIONS AND ACTIONS

SESSION 7 • INTEGRATION • The 5 Keys to Wealth & Happiness | 115

DECISIONS AND ACTIONS

DECISIONS AND ACTIONS			
DECISIONS/ACTIONS	BY WHEN	LEVERAGE/WHY	RESOURCES

NOTES...

NOTES...

PATHWAY TO PROFITS
How We Went from Zero to a Billion
in the Home Building Business
with CEO Gerardo de Nicolas

BONUS

The Ultimate Formula for Creating Lasting Change with Gene McNaughton

SESSION 8

NOTES

PATHWAY TO PROFITS
How We Went from Zero to a Billion
in the Home Building Business
with CEO Gerardo de Nicolas

BONUS
The Ultimate Formula for Creating Lasting Change with Gene McLaughlin

SESSION 8



GERARDO DE NICOLAS GUTIERREZ

Gerardo de Nicolas Gutierrez is the company's Chief Executive Officer. Mr. de Nicolas served as Chief Strategic Officer and head of the Executive Committee from October 2006 to June 5, 2007. Mr. de Nicolas also served as the CEO of the company from 1997 to September 2006. Prior to his appointment as CEO, Mr. de Nicolas served as regional manager, systems manager and construction supervisor. He holds an undergraduate degree in industrial engineering from Universidad Panamericana, in Mexico City, and an MBA from Instituto Tecnológico y de Estudios Superiores de Monterrey, in Guadalajara.



GENE MCNAUGHTON

Leading speaker and consultant, Gene McNaughton illustrates how Homex turned their company into a billion dollar industry. By implementing 8 key integration techniques, he was able to help Homex find enormous opportunities for savings, increased efficiency, core story marketing and directed sales. By following Gene's practical and clear direction, you can also find strategic areas for improvement within your own company.

THE 8 STEPS OF INTEGRATION

1. Know the X-Factor.
2. Get clear on where you really are.
3. Have a clearly defined strategy.
4. Have a "Best Buyer" strategy.
5. Hire and keep SUPERSTARS.
6. Develop "World Class" trainings.
7. Fanatically measure results.
8. Over communicate.

How We Went from Zero to a Billion in the Home Building Business

DECISIONS AND ACTIONS

[illegible]

DECISIONS AND ACTIONS

DECISIONS AND ACTIONS			
DECISIONS/ACTIONS	BY WHEN	LEVERAGE/WHY	RESOURCES
<p>1. Know the X-Factor.</p> <p>2. Get clear on where you really are.</p> <p>3. Have a clearly defined strategy.</p> <p>4. Have a "Best Buyer" strategy.</p> <p>5. Hire and keep SUPERSTARS.</p> <p>6. Develop "World Class" employees.</p> <p>7. Fanatically measure results.</p> <p>8. Over communicate.</p>			

NOTES...

NOTES...

NOTES...

NOTES...



For Customer Service, please call
Domestic 888.230.9437
International +1.706.854.4494
www.businessbreakthroughs.com

© 2010 Robbins Research International, Inc. All rights reserved. 137392